C2700-1 3/29/82


# Automotive News

March 29, 1982


© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

## 12 to go

***A super shooter from Sbarro***

Sbarro, the "car magician" from Grandson, Switzerland, has launched a new zinger, the Sbarro Super Twelve. It is a small 2+2 of about Rabbit size, and it is powered by "the only in-line 12 in the world." In fact, there are two transversely mounted, air-cooled, Kawasaki six-cylinder motorcycle engines of 1.2 liters each. Combined output is 240 horsepower.

### 46 added since last fall; total is highest in 7 years

# Model count rises to 307

**By John K. Teahen Jr.**
Managing Editor

It took a while, but it appears that the domestic manufacturers have finally finished introducing their 1982 cars.

It's been a long season. It started last September, and it wound up this month.

The latest AUTOMOTIVE NEWS tabulation finds the domestic makers now have announced and priced 307 models, compared with 278 at the end of the 1981 season. It is the highest total since 325 in 1975.

Last fall, at the traditional introduction time, the U. S. firms announced 261 models, so there have been 46 additions in the ensuing months.

General Motors has been responsible for most of the late bloomers. GM had 99 models last fall, and it has 137 today, a gain of 38. In other words, more than one-fourth of GM's current fleet missed the regular starting time.

Since the first of the year, GM has announced and priced eight of its 32 lines of cars. Camaro and Firebird arrived in January, and so did the front-wheel-drive A-cars — Chevrolet Celebrity, Pontiac 6000, Buick Century and Oldsmobile Cutlass Ciera.

Official intro date for the Buick and Oldsmobile J-cars (Skyhawk and Firenza) was March 4, although they were included in customer rebates that GM announced Jan. 29.

• GM also has put forth stripped versions of the Chevrolet Citation and the Chevrolet and Pontiac J-cars (Cavalier and J2000).

The final GM newcomer is definitely not a stripped model. It's the $23,994 Buick Riviera convertible, which is expected to be in the showrooms in mid-April.

Convertibles also figured in the additions at Chrysler Corp. There are two of them for Chrysler LeBaron and one for Dodge 400.

Chrysler also has beefed up its lineup with a Town & Country wagon for LeBaron and a pair of Dodge 400 four-door sedans for a total of six new offerings since last fall.

Ford Motor's adidtions have been modest — base four-door hatchbacks in the Ford Escort and Mercury Lynx families.

American Motors and Volkswagen of America haven't added any choices since the '82 season began. AMC, in fact, has halted production of five models, but they're counted in this tabulation because they are still on sale.

The return of the convertible is perhaps the most interesting development of this "second season" in the domestic industry. The major U. S. firms hadn't offered a ragtop since the 1976 Cadillac Eldorado.

The '82 convertibles are co-op ventures. Cars and Concepts does the conversion for Chrysler, and American Sunroof does it for Buick.

There's another convertible in the wings. Ford is planning a Mustang softtop. It may appear this summer, and it may be called an '82 model.

• The current total of 307 models consists of 137 for GM, 93 for Ford Motor, 48 for Chrysler Corp., 23 for AMC and 6 for VWoA. The VWoA figure includes only U. S.-built Rabbits.

**Table on Page 34.**

At the end of the '81 model year, the totals were 127 for GM, 74 for Ford, 48 for Chrysler, 23 for AMC and 6 for VWoA.

At present, there are 113 four-door sedans, 150 two-doors, 40 four-door wagons and 4 convertibles.

Dividing the 307 selections into market classes shows that subcompacts are most numerous with 90 choices. There are 74 compacts, 74 intermediates, 40 standard-size cars and 29 luxury cars.

Ford has the most models with 41, followed by Mercury, 39; Chevrolet, 34; Buick, 33; Pontiac, 31, and Oldsmobile, 30.

Totals for the other domestics are AMC, 23; Dodge, 22; Plymouth, 15; Lincoln, 13; Chrysler,

Continued on Page 8, Col. 3

# House group approves easing of vehicle emission standards

**By Jake Kelderman**
Washington Staff Writer

WASHINGTON. — A House subcommittee voted last week to approve an industry and Reagan Administration - backed revision of the landmark Clean Air Act.

It would roll back auto-emission standards to 1980 levels, delay and ease new truck emission standards, lessen emission equipment warranties, and make it more difficult for EPA to force the recall of polluting cars.

The auto industry has said the rollbacks could let makers cut the price of the average automobile on the order of $100 but the real savings lie in how the whole of the measure makes the building, certifying and tuning of the average car or truck easier.

The subcommittee vote was not unexpected nor was the margin, 12 to 8. Sponsors Thomas Luken, Ohio Democrat, John Dingell, Michigan Democrat, and James Broyhill, North Carolina Republican, held together a coalition that proved to be unbeatable as the committee drafted the legislation over the course of several months.

Without exception, they beat back, by consistent 3-to-4-vote margins, attempts by Health and Environmental Subcommittee Chairman Henry Waxman, California Democrat, and his allies to toughen the industry-backed bill. The Reagan Administration had labeled, the latter a reasonable approach to the betterment of industry and the environment.

• Last week was no exception, as with monotonous regularity they beat back amendments that would: Cut the measure's lead-time requirements for new-truck standards; demand that CO and NOx auto standards be eased to 7.0 grams per mile and 2.0 grams per mile, respectively; substitute a two-year delay of the 1981 standards in return for passing savings on to customers; extend the 1985 diesel requirements for NOx and particulate emissions to 1986; limit

Continued on Page 38, Col. 1

### 29-month concessions package sent to rank and file for vote

# UAW Council approves GM pact

**By Marjorie Sorge**
Labor Editor

CHICAGO. — The UAW/General Motors Council last week approved a new 29-month contract with GM that gives the workers a share in company profits, a prepaid legal services plan and ties absenteeism into the workers' wallets.

The 300-member council recommended the contract be submitted to the rank and file for approval. That voting process normally takes about 10 days.

The tentative UAW-GM agreement was reached March 21 after 37 hours of non-stop bargaining and is almost a carbon copy of the Ford contract which went into effect March 1. There are some differences in the profit-sharing plan, cost-of-living adjustments (COLA) and plant closings.

The new 29-month agreement covers some 340,000 active UAW workers and 150,000 laid-off employes. It replaces the current pact which would have expired Sept. 14, 1982.

"We've succeeded in achieving a series of breakthroughs on job security that will stop the hemorrhaging of GM workers' jobs," said UAW President Douglas A. Fraser.

Alfred S. Warren, GM industrial relations vice president, said the company is "very pleased" with the new pact and said it "responds to the new industrial revolution taking place in today's automobile industry."

While it is estimated that the new contract could save GM between $2.5 billion and $3 billion before it expires Sept. 14, 1984, none of the savings will be directly passed on to the consumer in the form of lower car and truck prices.

That plan had been part of the UAW-GM talks which fell

Continued on Page 36, Col. 1

NEWSPAPER
MD20814CNGLIAO OE 1N09S 92001E
AN JAN83
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

## MODELS: 1942-1982

Number of models offered by U. S. auto makers, 1942 to 1982:

| | | | |
|---|---|---|---|
| 1942 | 276 | 1964 | 336 |
| 1946 | 160 | 1965 | 348 |
| 1947 | 182 | 1966 | 368 |
| 1948 | 201 | 1967 | 370 |
| 1949 | 205 | 1968 | 368 |
| 1950 | 243 | 1969 | 365 |
| 1951 | 243 | 1970 | 375 |
| 1952 | 224 | 1971 | 341 |
| 1953 | 210 | 1972 | 297 |
| 1954 | 240 | 1973 | 304 |
| 1955 | 216 | 1974 | 302 |
| 1956 | 232 | 1975 | 325 |
| 1957 | 245 | 1976 | 294 |
| 1958 | 263 | 1977 | 275 |
| 1959 | 239 | 1978 | 259 |
| 1960 | 244 | 1979 | 268 |
| 1961 | 260 | 1980 | 252 |
| 1962 | 296 | 1981 | 278 |
| 1963 | 336 | 1982 | 307 |

Copyright, 1982, Automotive News

## breaking news

### Riv ragtop: $23,994

DETROIT. — The Buick Riviera convertible will carry a sticker price of $23,994 when it goes on sale in mid-April. Buick's latest count showed 1,400 orders for the car for a retail value of $33.6 million.

### More incentives

DETROIT.—More rebates from Ford Motor and Chrysler Corp. and an interest subvention program from General Motors are reported to be in the works for April. Current Big Three rebates end this month. The companies are generally disappointed by the low annualized car sales rate for March, in view of their widespread rebates and promotional activities.

### VWoA settles

TROY, Mich.—Volkswagen of America has agreed to pay $25 million over the next 3½ years to settle charges by the U. S. Customs Service that it had incorrectly com-

See BREAKING NEWS, Page 8, Col. 1

# Volvo to hike ad budget for launch of 760

By Kathleen Hamilton
News Editor

MONTE CARLO, Monaco. — Volvo will launch its new flagship, the 760 GLE, in the U. S. this November with an extra $2 million added to its usual ad budget of some $12 million.

Bjorn Ahlstrom, president of Volvo North America, said at a new-model preview here that the new 760 GLE is expected to comprise about the same portion of Volvo's model mix here as the current GLE takes.

Last year, Volvo sold 3,765 GLEs, or nearly 6 percent of its total U. S. sales of 64,477 autos. Only a handful of the new model will appear in calendar 1982. Ahlstrom said the firm hopes to introduce the all-new car at a price below $20,000.

Volvo is projecting annual increases in U. S. sales to average 10 percent for the near future. Ahlstrom's projection for 1982 sales in the U. S. is 68,000 to 70,000 cars and a "modest" increase the following year, when production of the 760 GLE will be in full swing.

The firm expects to maintain a U. S. dealer network of 400 to 425 dealers, Ahlstrom said. New points will be added chiefly when service needs dictate them.

The launch of the 760 GLE marks the first time Volvo is offering a turbocharged diesel engine. Ahlstrom said diesels now account for about 10 percent of Volvo's U. S. sales.

The percentage of diesels is expected to climb slowly in the next seven years. Right now, Volvo expects diesels will comprise 30 percent of its engine mix in the mid-1980s, but that figure may have to be scaled down depending on the energy market, Ahlstrom said.

## Skeddle to head division of L-O-F

TOLEDO. — Ronald W. Skeddle, 40, has been appointed president of the L-O-F Glass Division of Libbey-Owens-Ford Co.

Group executives reporting to Skeddle include the president of L-O-F Automotive Glass and the vice presidents of glass operations, the Construction, Industrial and Distribution Group, administration and the research & development and support activities.

Skeddle had been with PPG Industries since 1965.

### Sugg signs with Chevy

BOYERSTOWN, Pa. — Robert A. Sugg III has been appointed a Chevrolet dealer here.

## index


| | |
|---|---|
| Auction reports | 26 |
| Classified advertising | 27 |
| Editorial page | 10 |
| Production by makes | 39 |
| Truck highlights | 14 |


57th year — No. 4908

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

***Remember two-tones?***

This Ford Fiesta has been painted by Armin Sigrist, a Swiss artist, who plans to turn out 10 a year. The result is called the Armin-Fiesta and the artist's tab is about $6,000.

**As car-quota time nears**

# Japan works to dull U.S. protection fervor

By Miles Moore
Washington Staff Writer

WASHINGTON. — Japan will work "with a sense of urgency" to open domestic markets to foreign goods, Japanese Foreign Minister Yoshio Sakurauchi promised at a press conference here.

Sakurauchi, visiting Washington to meet with various cabinet and Congressional leaders, did not say what Japan would do or when it would do it, but said his country's new policies would be taken "on a step-by-step basis."

Japan is remaking its policies to ward off the growing protectionist fervor in the U. S. and Western Europe. Senator John Glenn, Ohio Democrat, meeting with Sakurauchi as part of the Senate Foreign Relations Committee, told him Japan must open its markets to U. S. cigarettes, computers, paper and other products if it wished to avert restrictive tariff legislation in Congress.

According to the New York Times, Japanese Foreign Ministry official Taizo Watanabe said at the conference that Japan would agree to Reagan Administration requests to keep auto exports to the U. S. at the 1.68-million level.

Although a precise export level had not been announced, Watanabe said, it would be "fair to assume" that the quota for the next fiscal year, beginning April 1, would not exceed that of the fiscal year now ending.

When Foreign Minister Sakurauchi was asked specifically about auto exports at the conference, he said that "nothing concrete" had been determined.

Watanabe, however, reportedly had a private session with the New York Times reporter.

U. S. Special Trade Representative William Brock has been urging Japan to consider the 1.68-million level "an absolute ceiling" for the coming fiscal year.

Besides Glenn and Brock, Sakurauchi also met with President Reagan, Secretary of State Alexander Haig, Commerce Secretary Malcolm Baldrige and Agriculture Secretary John R. Block.

In a meeting at the White House, President Reagan reportedly told Sakurauchi that the international free market system would be very favorably affected if Japan instituted new trade policies by June, when a seven-nation economic summit meeting is scheduled in Versailles.

Sakurauchi, according to the Washington Post, made no commitments but said Japan would do its best.

"We will continue to work steadfastly to this end, no matter how painful the process may be," he said.

**Warranty data added to computer files**

# Ford expands CARES program

By Francis J. Gawronski
Service Editor

DEARBORN.—In a move calculated to improve customer relations, Ford Motor Co. has expanded its Computer Assisted Recall System (CARES) to take "a little more of the hassle" out of relations between its dealers and service customers.

Called CARES II, the system has been expanded by Ford Parts and Service Division (FPSD) to provide dealers, in addition to recall status information, the warranty start date and other information about Ford's Extended Service Plan (ESP) coverage on Ford vehicles.

Effective today (March 29), Ford and Lincoln-Mercury dealership personnel will be able to phone a toll-free number using the terminal for the division's DOES parts ordering system, a touch-tone telephone, or a touch-tone converted dial phone and, by entering a vehicle identification number, receive a voice response from a master computer headquartered in Dearborn.

Henry A. Zanardelli, divisional system manager for FPSD, said the computer verbally responds almost instantly with information identifying recalls not completed, warranty start date, special warranty limitation and extension messages, other service coverage messages for the VIN that has been entered in the computer and ESP data-type of contract, contract termination and date and mileage.

Under the initial CARES program, information was limited to recalls outstanding on the vehicle.

CARES II is available to dealers Monday through Friday, from 6 a.m. to 9 p.m. Eastern time, Zanardelli said. The system is provided to dealers at no charge.

• The overall CARES and CARES II systems include data for warranties on the previous seven-model years, and safety and emission recalls since the 1968 model year on all Ford-built vehicles sold in the U. S. market. ESP information relates to contracts in force and on file.

"We have computerized records on more than 30 million vehicles," Zanardelli said. "We have been averaging about 8,000 CARES inquiries daily, based on 1,200 to 2,000 telephone calls and questions on four to six vehicles per call.

C. V. Barion, FPSD general manager, said the system will be of great assistance to both dealers and owners, especially owners visiting a dealership for the first time or those who are unaware of the recall and warranty status of their vehicles because of lost records.

"We got into this at the request of our dealers," Barion said. "At one time it was relatively simple to check out eligibility with the old six-month warranty. However, with the proliferation of warranties and their terms and coverage, it became an almost impossible task to determine the status of each one.

"Sometimes a customer would know his warranty was in force but the dealer wasn't too sure," Barion said. "This computerized system should take all the confusion out of the customer-dealer relationship. It should go a long way to improve dealership service satisfaction and customer relations."

The system, according to Barion, also can be used by the sales department to check the status of vehicles prior to delivery to customers, especially units that have been in stock for some time.

"The dealer may be able to prevent a problem before it has a chance to develop," he said. "He also could save the customer the inconvenience of having to return the car for the recall service."

Barion noted that CARES II also can be used by the used-car department to check out tradeins and used-car stock for outstanding recalls and ESP contract plans not transferred to the new owner.

"That is what the bottom line is all about," Barion said. "Providing better service to customers faster and without hassle."

# Savings-leasing combo offered by N.Y. bank

By John A. Russell
New York Staff Writer

NEW YORK. — A deposit-auto lease program which will enable bank customers to purchase high-interest certificates of deposit and pay for the auto lease through accrued interest on the account was announced last week by the Dry Dock Savings Bank here.

Under this plan, the depositor takes out the certificate of deposit and authorizes the bank to use the interest to pay the cost of a 36-month closed-end car lease. The leasing arrangements have been made between the bank and Genway Corp.

After three years, the depositor will get the entire deposit back plus all interest earned over and above the lease payments.

The leasing is restricted to American-built cars and the deposits advertised by the bank last week require a minimum $17,500 deposit to lease a Chevrolet Chevette or Pontiac T-1000; $24,500 for a Buick Regal, Oldsmobile Cutlass or Pontiac Gran Prix; $25,500 for a Chevrolet Caprice, Oldsmobile Delta Royale or Buick Le Sabre; $31,900 for a Buick Electra, or Oldsmobile 98 Regency; $39,500 for a Cadillac Coupe De Ville, and $53,500 for a Cadillac Seville.

John F. Mullady, vice president of the bank in charge of the program, said the bank pays the highest interest allowable under the law under this program, which is currently 14.10 percent.

The deposit itself will run between 36 and 39 months, de-

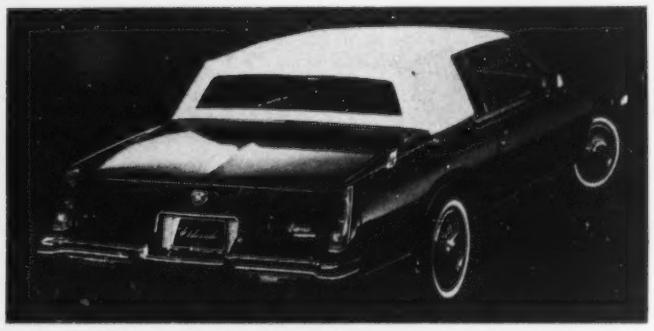
Continued on Page 7, Col. 1

***Bitter goes topless with 4WD***

Bitter-Automobile of Schwelm, West Germany, has put a convertible version of the Bitter SC into production. The car is based on the Opel Monza. Four-wheel-drive is available, using the British Ferguson system. It brings the price to about $50,000.

### *Spring Special for Reliant*

Priced at $250 on the Plymouth Reliant coupe, the Spring Special package consists of a trunk-mounted luggage rack and a choice of three two-tone exterior color combinations with matching stripes and coordinated interiors. Colors are daystar blue upper body with pearl white lower with blue stripe and blue interior; natural suede tan with caramel stripe and cashmere interior, and charcoal gray and burnished silver with red stripe and either red or silver interior.



### *Cabriolet roofs for Cadillacs*

A convertible look for less than a convertible price is provided by the new full cabriolet roof options for the Cadillac Eldorado coupe (above) and the Seville four-door sedan. Priced at $995 on both models, the cabriolet roof is offered in black, white and dark blue.



# breaking news

Continued from Page 1

puted duties on vehicles imported from 1971 through 1974 model years. VWoA denied any wrongdoing.

### GM plans joint venture in robotics

DETROIT.—General Motors and Fujitsu Fanuc, Ltd., of Japan, have agreed to form a U. S.-based joint venture to design, manufacture and market robotic systems. The new company will be headquartered in the Detroit area. Initially, robots will be manufactured in Fujitsu Fanuc's plant in Japan, except for a GM-developed numerically controlled painter system which will be assembled in the U. S.

### Fours holding up well, fleet owners say

NORTHBROOK, Ill.—Four-cylinder vehicles are as durable as cars with larger engines, according to a survey by Runzheimer & Co. The survey found that 73 percent of business car fleets report no more mechanical problems with four-cylinder cars than with sixes and V-8s. In fact, Runzheimer Reports on Transportation reported, 82 percent of the fleets surveyed said they plan to purchase more fours when replacing sixes and V-8s.

### Smith promises to sacrifice, too

CHICAGO.—In response to a UAW request, General Motors Chairman Roger B. Smith has sent a separate letter to the union, promising he will make sacrifices under the "equality of sacrifice" principle stated in the GM concession package. Another letter, from GM Vice President Al Warren, promised all other salaried workers will make sacrifices equal to those of UAW members.

**But total plunges 44 pct. below last year**

# 10-day car sales are highest of '82

By Jenny L. King
Staff Writer

Domestic new-car sales in mid-March of 1981 were a tough act to follow. A year ago, generous rebates and incentive programs were in full swing, boosting sales for Chrysler Corp. and General Motors and culminating in a record total for the period.

This year, the combined efforts of the five major auto makers, even aided again by rebates on retail sales, fell far short of that magnificence. But in the context of sales thus far in 1982, they showed a continuing slow growth, notching the best 10-day total and second best daily selling rate for a period.

March 11-20 sales this year were 182,639, down a crashing 43.99 percent from the period record of 326,093 last year. With nine selling days both years, the 1982 rate of 20,293 was down 43.99 percent from 36,233, but was second best for 1982, following the 24,579 average of the final February period.

Year-to-date sales totaled 1,164,251, down 24.58 percent from 1,543,749.

Sales of all five auto makers were down in mid-March. It was more of a contest to determine which was off the least instead of calculating which made the greatest gain. In that vein, Ford Motor Co. was on top, with a drop of 29.65 percent, to 43,015 from 61,140 last year.

Chrysler Corp. sales were down 34.85 percent, to 21,252 from 32,618 in 1981. GM plunged 48.65 percent, to 112,700 from a record 219,467. It was GM's highest 10-day total so far this year. That also was true for Ford Motor Co.

Volkswagen of America dropped 46.50 percent, to 2,872 from 5,368. Estimated sales of American Motors passenger cars were 2,800, down 62.67 percent from the year-ago estimate of 7,500.

GM slipped back to 61.71 percent of the market from 67.30 percent in mid-March last year. Ford picked up the slack, climbing to 23.55 percent from 18.75 percent. Chrysler edged up to 11.64 percent from 10.00 percent. VWoA earned 1.57 percent compared with 1.65 percent a year earlier, and AMC had 1.53 percent, down from 2.30 percent.

Chrysler and Cadillac were the only U. S. makes to post gains in mid-March. Cadillac was up 6.60 percent, to 6,493 from 6,091 last year, while Chrysler sales of 4,280 were up 6.39 percent from 4,023.

The bad news for the remaining makes was as follows: Plymouth, down 44.30 percent; Imperial, down 65.40 percent, and Dodge, down 36.12 percent.

Ford was down 31.81 percent, Mercury was down 21.98 percent and Lincoln dropped 32.69 percent.

Buick was down 38.52 percent, Chevrolet was down 61.09 percent, Oldsmobile dropped 40.37 percent and Pontiac was down 45.67 percent.

**DOMESTIC SALES**

| | March 11-20, 1982 | March 11-20, 1981 |
|---|---|---|
| AMERICAN MOTORS | 2,800† | 7,500† |
| Chrysler | 4,280 | 4,023 |
| Imperial | 73 | 211 |
| Plymouth | 8,393 | 15,069 |
| Dodge | 8,506 | 13,315 |
| CHRYSLER CORP. | 21,252 | 32,618 |
| Ford | 29,824 | 43,752 |
| Mercury | 10,838 | 13,892 |
| Lincoln | 2,353 | 3,496 |
| FORD MOTOR | 43,015 | 61,140 |
| Buick | 25,878 | 42,091 |
| Cadillac | 6,493 | 6,091 |
| Chevrolet | 38,104 | 97,929 |
| Oldsmobile | 26,701 | 44,781 |
| Pontiac | 15,524 | 28,575 |
| GENERAL MTRS. | 112,700 | 219,467 |
| VOLKSWAGEN | 2,872 | 5,368 |
| INDUSTRY TOTAL | 182,639 | 326,093 |

†—Estimate.

# U.S. model count highest since '75

Continued from Page 1

10; Cadillac, 9; Volkswagen, 6, and Imperial, 1.

There currently are 67 nameplates in the domestic field. Chevrolet, with nine, has the most lines, and Chevrolet is the only make that has a nameplate in each of the five market classes.

The Automotive News model tabulation includes all models the major domestic manufacturers are pricing and merchandising individually. It does not include engine options. For example, an Oldsmobile Delta 88 four-door sedan is one model, even though it is available with a V-6 gas, a V-8 gas or a V-8 diesel engine.

# NHTSA boss Peck ridiculed at hostile House hearing

WASHINGTON.--NHTSA Administrator Raymond Peck last week joined the growing list of Reagan Administration agency heads getting a going over from Democratic-controlled House committees for allegedly not enforcing the laws they are directed to.

Doing the lambasting this time was Rep. Tim Wirth, Colorado Democrat and chairman of the Telecommunications, Consumer Protection and Finance Subcommittee. He accused Peck of "taking NHTSA back to the safety mentality of the 1950s and 1960s."

Wirth said that instead of implementing proven safety technologies like automatic crash protection and bumper standards, cracking down on odometer fraud and publishing understandable automobile ratings, Peck has instituted "a seat belt publicity campaign that — by all scientific analyses—will produce only marginal benefits at tremendous taxpayer expense, and a guide on how to pray for auto safety on 'Safety Sabbath'."

He ridiculed Peck's proposal to "put messages in fortune cookies encouraging people to wear safety belts," and he slapped what he called "the elimination of the automatic crash protection standard; a retreat from the auto rating program, and a phase-out of the research safety vehicle program, in favor of supposed voluntary efforts."

Peck said Wirth was misrepresenting the situation. He said that in writing the highway safety legislation Congress also required him to develop regulations that are reasonable, appropriate and lead to highway safety. "I have done that," Peck said.

But Wirth was not to be swayed, ridiculing NHTSA actions thus far as nothing more than mind control stuff.

"I hear what you're not doing," Wirth said. "Now I'd like to know, what you have done, one, two, three, four, five?"

Bristling, Peck tried to answer, arguing that the speedier turn-around procedures he had instituted to handle defect petitions would help a great deal in finding defects faster, that his Auto Safety Hotline would be more efficient, comprehensive and cheaper than publishing the controversial Car Book, and that his seat belt campaign would save more lives than automatic protection. But this was not to be his day.

Only Rep. James Collins, Texas Republican, defended Peck. "This industry is really hurting, and the last thing they need are more headaches out of Washington," Collins said.

# AMC makes name official: New car is called Alliance

SOUTHFIELD, Mich.—American Motors has officially announced that Renault Alliance will be the name of a family of French-designed cars to be built in Kenosha, beginning this summer (Automotive News, Dec. 7, 1981).

The Alliance, scheduled for introduction in the U. S. as a 1983 model, is the American version of the Renault 9.

"Alliance combines the best of European car heritage and the high technology of Renault with American know-how in manufacturing, service and sales," said Joe Cappy, marketing group vice president for AMC.

"As a European car built in America, Alliance is the perfect name for the first offspring of our affiliation with Renault—a leader in the automotive world. The real benefits of the working 'alliance' between Renault and American Motors will soon be realized by consumers here."

The Renault Alliance, previously code named the "X-42," will begin rolling off the assembly lines at Kenosha in June and will go on sale in September at more than 1,300 Renault and American Motors dealerships.

Recipients of the 1981 AMC annual report can get the first view of the new front-wheel-drive Renault Alliance.

To do it they have to piece together a puzzle. The Alliance puzzle is made up of a series of paper squares. When cut out and properly reassembled, the squares present a view of the new car.

The Alliance also is featured on the annual report cover.

Renault's sporty Fuego, which entered the U. S. market this month after gaining widespread popularity in Europe, also is featured in the annual report.

**No agency switch due, Lund says**

# GM goes shopping for advertising ideas

By Joseph Bohn
Marketing Editor

Robert D. Lund, General Motors vice president in charge of the Sales and Marketing staff, is shopping for ideas and said he plans some changes.

But he left observers to fill in the blanks on what he has in mind.

Speculation centers on GM's need, or desire, to improve its corporate advertising efforts, which have been termed "confusing" by ad sources.

Yet, Lund, named to his corporate position Feb. 1 after eight years as head of Chevrolet, emphatically denied he had a possible agency switch in mind when he asked all of General Motors' agencies to submit ideas to him.

D'Arcy-MacManus & Masius has been GM's corporate ad agency since 1965, while N. W. Ayer, which opened a Detroit office last year, handles a variety of corporate public relations ads.

Like other agencies contacted, D'Arcy declined to comment on the significance of Lund's request for ideas.

"I'm the new kid on the block, and I'm just looking for ideas," Lund said. "It's really something we do all the time," he added, downplaying the significance of his action.

He labeled published speculation about an agency switch as "misinterpretation" and involving suppositions that "have no basis in fact. I want to scotch it," he said.

Yet, he admitted some changes are in the offing.

• Some observers feel that GM's corporate campaigns have been disjointed and its policies confusing.

The last corporate effort was a four-page ad on technology, robotics and quality which was given high marks. Consumer perception of domestic car quality is considered one of the industry's major problems.

But the ad, which had more information than the average consumer could absorb at one sitting, was a one-shot effort.

"They ran it quick (in news weeklies and car buff books) like putting out a brushfire, instead of treating the subject like the time bomb that it is," said one observer.

There's a feeling that GM needs a consistent and prolonged campaign to tell its quality story. Something similar to the long-running "Quality is Job #1" Ford campaign.

Observers don't fault D'Arcy which, they feel, may have had trouble selling GM on some of its ideas.

GM's corporate policy and spending is, in fact, difficult to pin down.

Corporate money is sometimes pumped back to divisions, when management felt divisions could do a better job, or a special divisional problem existed, during cleanup or sometimes during a rebate.

The corporate effort has varied widely.

Waiting in the wings, observers feel, is N. W. Ayer, which scored a big success with its "GM rated best" ad, the only one featured in the company's annual report.

"If you read between the lines, the top brass loved it; the field people loved it, and Ayer winds up being a star," said one observer.

The N. W. Ayer corporate public relations account does not represent a great deal of money in terms of billings, but "they really worked hard, and probably treated that with more care than it was worth from a dollar standpoint," added an observer.

"Ayer opened up a Detroit office with the idea of picking up some additional business. They have a lot of office space to fill. If they want more automotive business, it's going to have to come from GM," sources concluded.

***Electronically checking electronics***

Quality control technician uses a computer-controlled inspection device at GTE's metal stamping plant in York, Pa., to check a cross-section of 40-lead integrated circuit frames to insure that an accuracy factor of plus or minus 0.0005-inch or less is maintained.

**GM to buy through competitive bids**

# Steel-buying plan chills industry

By Roger Rowand
Engineering Editor

DETROIT. — Smaller cars, a smaller market and smaller profits continue to add up to big potential changes in General Motors' purchasing activities.

The No. 1 auto maker has chilled the steel industry with word it plans to buy steel through competitive bids rather than by paying discounted published prices as it does now.

The company earlier said it plans to cut the number of all its suppliers—perhaps by half—over the next few years.

GM's steel purchasing program change looms at a particularly bad time for the steel industry. Some of its members are on a huge capital spending spree. Others are in deep financial trouble, as evidenced by McLouth Steel Corp., in bankruptcy court.

Added to that mix of conflict and pressure is the fact that worldwide automotive steel technology is changing faster today than it ever has.

Hard, costly research and development is needed precisely at a time when it is most difficult to pay for. Any rocking of the boat in terms of automotive steel buying may bring mal de mer in the nation's steel centers.

Detroit uses about 15 percent of the domestic steel produced, with GM taking a share of about half that.

New, high-performance, high-strength steels are being developed and are replacing heavier, well-established steels. They are competing hard with aluminum and engineering plastics.

The high-strength steels moving into the auto industry are ticklish materials for car builders to use. That is because they have such undesirable characteristics as melt-to-melt, and even coil-to-coil unpredictability in spring-back rate and metallurgical consistency.

A steel's producer today is selling no commodity. His products are not the routine cold-rolled mild steels of the past.

Coated steels are another material that point up the growing complexity and sophistication of the steel business today. As car buyers pay higher and higher prices, their demands for corrosion protection rise in volume. In Canada, rust protection has become the law.

There are 12 North American steel firms in the coated-metal trade. They sell 11 general types of coatings and no single company sells them all. The one with the most diverse offerings sells only eight while two others offer only two each.

GM said it has notified its steel suppliers the changes will enable it to better meet its needs in a period of smaller cars and lower sales. It said it is streamlining buying practices.

One official, however, tempered things a bit by labelling announced changes as being "in more of an educational and philosophical vein" than cut-in-stone policy concepts.

# Chrysler Canada prepares to build 7-passenger van

WINDSOR.—Chrysler Canada has begun construction of a 150,000-square-foot addition to the Windsor Assembly Plant, in preparation for a late-1983 launch of the front-wheel-drive T-115 van-wagon.

The Windsor Assembly Plant is the last Chrysler plant in the U. S. or Canada still assembling rear-wheel-drive cars. It builds seven models, at a rate of 680 a day now, but maximum capacity is 940 a day.

It will continue to build the cars through the 1983 model year, probably shutting down in late June or early July, 1983, for an autumn launch of the vehicle, codenamed the S-truck.

Production capacity for the van-wagon will be 1,040 units a day, a Chrysler Canada spokesman said.

That translates to more than 200,000 units a year on two shifts. Chrysler expects the van will appeal to those who now purchase station wagons, full-size cars and conventional vans because of their seating capacity. It will be fitted with 2.5 and 2.6-liter engines.

The T-115 will be a seven-passenger van, small enough to fit in a standard family garage.

The changeover of the Windsor Assembly Plant will leave only the Pillette Road plant, in Windsor, assembling rear-wheel-drive Chrysler vehicles. It is expected to continue building vans through the '84 model year, when it will change its production to FWD cars.

Pillette Road is expected to build the L (Omni-Horizon) or K-cars and possibly the G-24—codenamed for the new small sports car still in the planning stages.

Meanwhile, Chrysler continues negotiations with the Canadian government in an attempt to reopen the mothballed engine plant in Windsor.

## 1982 U. S. MODELS BY MAKE

| | 4-door Models | 2-Door Models* | Convert-ibles | 4-Door Wagons | 1982 Totals | (Final 1981 Totals)** |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 5 | 13 | 0 | 5 | 23 | ( 23) |
| Concord | 3 | 3 | 0 | 3 | 9 | ( 9) |
| Eagle | 2 | 2 | 0 | 2 | 6 | ( 6) |
| Eagle SX/4, Kammback | 0 | 4 | 0 | 0 | 4 | ( 4) |
| Spirit | 0 | 4 | 0 | 0 | 4 | ( 4) |
| CHRYSLER CORP. | 20 | 20 | 3 | 5 | 48 | ( 48) |
| Chrysler (Std.)*** | 0 | 0 | 0 | 0 | 0 | ( 2) |
| New Yorker (Int.)*** | 1 | 0 | 0 | 0 | 1 | ( 0) |
| Cordoba | 0 | 2 | 0 | 0 | 2 | ( 2) |
| LeBaron | 2 | 2 | 2 | 1 | 7 | ( 8) |
| Dodge (Std.) | 0 | 0 | 0 | 0 | 0 | ( 1) |
| Aries | 3 | 3 | 0 | 2 | 8 | ( 8) |
| Diplomat | 2 | 0 | 0 | 0 | 2 | ( 8) |
| Dodge 400 | 2 | 2 | 1 | 0 | 5 | ( 0) |
| Mirada | 0 | 1 | 0 | 0 | 1 | ( 1) |
| Omni | 3 | 0 | 0 | 0 | 3 | ( 2) |
| 024 | 0 | 3 | 0 | 0 | 3 | ( 2) |
| Imperial | 0 | 1 | 0 | 0 | 1 | ( 1) |
| Plymouth (Std.)*** | 0 | 0 | 0 | 0 | 0 | ( 1) |
| Gran Fury (Int.)*** | 1 | 0 | 0 | 0 | 1 | ( 0) |
| Horizon | 3 | 0 | 0 | 0 | 3 | ( 2) |
| Reliant | 3 | 3 | 0 | 2 | 8 | ( 8) |
| TC3 | 0 | 3 | 0 | 0 | 3 | ( 2) |
| FORD MOTOR CO. | 32 | 46 | 0 | 15 | 93 | ( 74) |
| Ford (Std.) | 3 | 2 | 0 | 3 | 8 | ( 8) |
| Escort | 4 | 5 | 0 | 3 | 12 | ( 10) |
| EXP | 0 | 1 | 0 | 0 | 1 | ( 1) |
| Fairmont Futura | 1 | 2 | 0 | 0 | 3 | ( 7) |
| Granada | 3 | 3 | 0 | 2 | 8 | ( 6) |
| Mustang | 0 | 6 | 0 | 0 | 6 | ( 5) |
| Thunderbird | 0 | 3 | 0 | 0 | 3 | ( 3) |
| Lincoln (Std.) | 3 | 0 | 0 | 0 | 3 | ( 2) |
| Continental | 3 | 0 | 0 | 0 | 3 | ( 0) |
| Mark VI | 3 | 4 | 0 | 0 | 7 | ( 4) |
| Mercury (Std.) | 3 | 2 | 0 | 2 | 7 | ( 7) |
| Capri | 0 | 5 | 0 | 0 | 5 | ( 2) |
| Cougar | 2 | 2 | 0 | 1 | 5 | ( 2) |
| Cougar XR-7 | 0 | 2 | 0 | 0 | 2 | ( 1) |
| Lynx | 5 | 6 | 0 | 4 | 15 | ( 10) |
| LN7 | 0 | 1 | 0 | 0 | 1 | ( 1) |
| Zephyr | 2 | 2 | 0 | 0 | 4 | ( 5) |
| GENERAL MOTORS | 54 | 67 | 1 | 15 | 137 | (127) |
| Buick (Std.) | 4 | 4 | 0 | 2 | 10 | ( 10) |
| Century | 2 | 2 | 0 | 0 | 4 | ( 4) |
| Regal | 2 | 3 | 0 | 1 | 6 | ( 3) |
| Riviera | 0 | 2 | 1 | 0 | 3 | ( 2) |
| Skylark | 3 | 3 | 0 | 0 | 6 | ( 6) |
| Skyhawk | 2 | 2 | 0 | 0 | 4 | ( 0) |
| Cadillac (Std.) | 4 | 2 | 0 | 0 | 6 | ( 6) |
| Cimarron | 1 | 0 | 0 | 0 | 1 | ( 1) |
| Eldorado | 0 | 1 | 0 | 0 | 1 | ( 1) |
| Seville | 1 | 0 | 0 | 0 | 1 | ( 1) |
| Chevrolet (Std.) | 2 | 1 | 0 | 3 | 6 | ( 9) |
| Camaro | 0 | 3 | 0 | 0 | 3 | ( 3) |
| Cavalier | 3 | 5 | 0 | 3 | 11 | ( 8) |
| Celebrity | 1 | 1 | 0 | 0 | 2 | ( 0) |
| Chevette | 2 | 2 | 0 | 0 | 4 | ( 3) |
| Citation | 1 | 2 | 0 | 0 | 3 | ( 2) |
| Corvette | 0 | 2 | 0 | 0 | 2 | ( 1) |
| Malibu Classic | 1 | 0 | 0 | 1 | 2 | ( 7) |
| Monte Carlo | 0 | 1 | 0 | 0 | 1 | ( 2) |
| Oldsmobile (Std.) | 5 | 3 | 0 | 1 | 9 | ( 10) |
| Cutlass/Supreme | 2 | 3 | 0 | 1 | 6 | ( 8) |
| Cutlass Ciera | 3 | 3 | 0 | 0 | 6 | ( 0) |
| Firenza | 2 | 2 | 0 | 0 | 4 | ( 0) |
| Omega | 2 | 2 | 0 | 0 | 4 | ( 4) |
| Toronado | 0 | 1 | 0 | 0 | 1 | ( 1) |
| Pontiac (Std.) | 0 | 0 | 0 | 0 | 0 | ( 8) |
| Bonneville G | 2 | 0 | 0 | 1 | 3 | ( 0) |
| Firebird | 0 | 3 | 0 | 0 | 3 | ( 4) |
| Grand Prix | 0 | 3 | 0 | 0 | 3 | ( 3) |
| J2000 | 3 | 5 | 0 | 2 | 10 | ( 7) |
| LeMans | 0 | 0 | 0 | 0 | 0 | ( 7) |
| Phoenix | 3 | 3 | 0 | 0 | 6 | ( 4) |
| Pontiac 6000 | 2 | 2 | 0 | 0 | 4 | ( 0) |
| T1000 | 1 | 1 | 0 | 0 | 2 | ( 2) |
| VOLKSWAGEN † | 2 | 4 | 0 | 0 | 6 | ( 6) |
| Rabbit | 2 | 4 | 0 | 0 | 6 | ( 6) |
| 1982 TOTALS | 113 | 150 | 4 | 44 | 307 | |
| 1981 TOTALS (End of Model Year) | 87 | 141 | 0 | 50 | | (278) |

*—2-door total includes hatchbacks, which some makers list as 3-door models.
**—Revised 1981 totals.
***—The '82 New Yorker and Gran Fury are classified as intermediates. The '81 Gran Fury was the standard-size Plymouth. The '81 New Yorker was a standard-size Chrysler.
†—Volkswagen of America total includes only U. S.-built models.

**GM-UAW contract shifts burden away from management**

# Workers to bear absenteeism costs

By Marjorie Sorge
Labor Editor

Absenteeism is a major problem for the auto makers and now, with the new General Motors-UAW contract, it would be a major economic problem for workers who are chronically off the job.

The new agreement has provided an absenteeism deterrent tied directly to the wallets of the workers. Under the plan, workers' attendance records will be monitored for six months. Analysts say it could save GM $500 million over the 29-month contract.

If a worker misses 20 percent of the scheduled work he will be penalized 20 percent of his general benefits for the following six months. After the penalty period he will be re-evaluated and if the absenteeism rate declines below the 20 percent the fine is removed.

While 20 percent is the trigger, workers who miss more time than that will have their benefits cut accordingly. For example, a worker who misses 50 percent of his worktime will have his benefits cut 50 percent.

According to a UAW spokesman, the program is designed to hit the chronically absent workers but will not affect workers who are off for long periods because of a major illness or unforeseen circumstances.

While affected workers would not have their pay cut directly, benefit cuts because of chronic absenteeism could result in reduced profit-sharing payments, vacation pay, paid absence allowance days (current five a year) and cuts in paid days off. It could also reduce the workers' supplemental unemployment benefits and sickness and accident benefits.

A two-member committee, one company employe and one union worker, would decide the legitimacy of the absenteeism and any problems could be taken to a higher union/company level, according to a UAW spokesman.

Absenteeism due to alcoholism would be referred to that joint committee which would probably refer the worker to the committee on alcoholism. The GM-UAW contract states that alcoholism is a disease and should be treated as such.

• According to one company insider, the absenteeism program is a major step in UAW-GM cooperation.

GM's short-term unexcused absenteeism was 3.9 percent in 1981, down from 4.2 percent in 1980. Short-term absences are from one to five days.

The long-term absenteeism at GM was 7.4 percent in 1981, 8.1 percent in 1980 and 7.2 percent in 1979. Those are long-term disability problems but, according to GM insiders, they are often overplayed.

According to one source, a worker may ride an extended disability if he is in danger of layoff. That way, he can get the long term disability benefits and then collect SUB benefits when he exchanges the long-term disability for the layoff status.

The Ford Motor Co. contract negotiated in February does not have a specific absenteeism plan, but Peter J. Pestillo, Ford labor relations vice president, said there is a letter of understanding and a commitment from both Ford and the UAW to work on the problem. He said absenteeism is already down as much as 50 percent in some plants, which he attributes to the employe envolvement (EI) program.

Ford's AWOL rate was 4.3 percent in 1981, down from 4.8 percent in 1980.

While there is no direct absenteeism plan, several Ford locals have created their own program. At the Livonia (Mich.) transmission plant, there is a 12-member committee on absenteeism which orients new and returning workers on the attendance requirements.

According to Bill Grenham, Local 182 financial secretary, the union is hoping to reward workers with good attendance. While nothing is taken away economically, local work rules could reward the workers.

The Livonia plant made work-rule concessions to Ford last November to enable it to bid on the company's new automatic overdrive transaxle (AXOD).

There were similar programs introduced at the company's Rawsonville (Mich.) parts plant.

Chrysler Corp. has no specific absenteeism program but is working with the union voluntarily to reduce the rate. In 1981, its unexcused absenteeism rate was 5.6 percent, down from 6.0 percent in 1980.

American Motors does not have any absenteeism program but its rate was 5 percent in 1981, based on manufacturing operations only. AMC in the past five years has not given out its absenteeism rates.

Most insiders say much of the reduction in the absenteeism rates is because of the increasing seniority of the workforce as more layoffs continue. They said workers with low seniority often are less conscientious than those with a lot of time on the job.

**BIG THREE ABSENTEEISM PERCENTAGES**

| | 1971 | 1972 | 1973 | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Chrysler | 6.1 | 6.6 | 8.1 | 7.7 | 6.8 | 7.4 | 8.0 | 7.8 | 7.4 | 6.0 | 5.6 |
| Ford | 5.2 | 5.2 | 5.7 | 5.5 | 5.1 | 5.0 | 6.0 | 5.9 | 5.8 | 4.8 | 4.3 |
| General Motors* | 5.9 | 5.8 | 6.4 | 6.4 | 6.0 | 6.4 | 7.9 | 9.8 | 5.7 | 4.2 | 3.9 |
| American Motors** | | | | | | | | | | | 5.0 |

*General Motors absenteeism rates for 1977 and 1978 reflect paid personal holidays, five for the period. 1979 and 1980 are unexcused absences only.
**—AMC's figures are approximate and cover only the manufacturing operations.
Comparisons among the companies is not valid since each uses a different method of computing absenteeism.
Volkswagen of America would not release its absenteeism figures.

# GM contract lets workers buy cars near dealer cost

By Marjorie Sorge
Labor Editor

Under the new labor contract, General Motors employes represented by the UAW will get discounts of 12 to 20 percent off the sticker prices of GM cars and trucks and discounts of 18 to 20 percent on optional equipment.

The plan is similar to the one for salaried employes under which the employe orders the vehicle through the company and takes delivery through a dealer. Dealer profit on such vehicles is not as great as it would be for a retail sale. No reimbursement for the dealer is expected from GM.

The discount schedule indicates that the blue-collar workers will be able to purchase their vehicles at close to dealer cost.

GM had no comment on the employe discount plan.

GM insiders say the company hopes the program will stimulate sales.

The discounts are:

1. 12 percent on the car and 18 percent on options on the Chevette Scooter and the stripped versions of the Chevrolet Citation and Cavalier and Pontiac J2000.

2. 15 percent on the vehicle and 18 percent on options on F-cars and all other T, X and J-cars. They are: Chevrolet Chevette, Cavalier, Camaro and Citation; Pontiac T1000, J2000, Firebird and Phoenix, Oldsmobile Firenza and Omega; Buick Skyhawk and Skylark, and Cadillac Cimarron. The same discounts apply to the Chevrolet and GMC S-trucks.

3. 19 percent on cars and options on Oldsmobile Toronado, Buick Riviera and Cadillac Eldorado and Seville.

4. 20 percent on cars and options on Chevrolet Corvette.

5. 18 percent on cars and options on all other cars and light trucks.

In the 1979 GM-UAW contract, hourly workers with one year's seniority and hourly retirees were eligible for rebates of $235 on subcompact, compact and intermediate models and $360 on standard-size and luxury cars and light trucks.

Retirees also are eligible for the new program.

### Moore chosen

NORTH LITTLE ROCK, Ark. —Michael Moore, president of One Moore Ford, has been elected to the Ford Division National Dealer Council.

***Grille shell***

A grille shell, steel with chrome plating, designed to fit all General Motors A-body models is available from Moselle Coach Works, Inc., Canoga Park, Calif. Installation takes about five minutes, and prices begin at $345, based on quantity. Amber fog lights are included in the Concourse package.

***Nose job for Volkswagen***

Kamei is a leader among body accessory companies in Germany. With more and more customers of Volkswagen wanting to give their cars a different look, Kamei can oblige. Here a VW Golf (Rabbit) sports a Kamei front end.

# DeLorean appears to be near a short-term cash solution

By Edward Lapham
Financial Editor

There was a ray of sunshine for the DeLorean sports car enterprise last week as the company appeared close to at least a short-term solution to its cash crunch.

Following lengthy negotiations with the Bank of America, which has a secured interest in 1,979 DeLorean vehicles as collateral for an $18 million loan on which DeLorean Motor Co. is in technical default, the company will be allowed to ship some of the cars to its dealers.

At presstime, DMC and Budget Rent-A-Car Corp. were still negotiating a sale-buyback arrangement. "It's not dead," a Budget spokesperson said.

Earlier in the week, John DeLorean and DMC vice president J. Bruce McWilliams held a dealer meeting, attended by about 70 dealers, to tell the dealer/investors the company's situation was improving.

At that time, the dealers were told the Budget deal was all but in place and that by Thursday (April 1) the company would be able to pay dealers for outstanding warranty and subsidized floorplan claims.

AUTOMOTIVE NEWS learned the Budget deal tentatively involves sale of 1,000 cars for about $13,500 per car, with an arrangement to sell back the cars to DMC in the autumn for $18,000 per car less $400 per month in depreciation.

The cars would then be sold by DMC to dealers "at residual value."

The arrangement tentatively stipulated the cars would be owned by Budget for no more than 12,000 miles. AUTOMOTIVE NEWS sources said Budget plans to rent the stainless steel sports cars for about $65 per day.

"John (DeLorean) told us that in the course of trying to save the company these last few weeks he has personally put about $1.8 million into the company," said one dealer who was at the meeting. "It was a very optimistic, positive meeting."

• Meanwhile, there was little change in the longer-term situation. AUTOMOTIVE NEWS learned that Hyundai Motor, division of the giant Korean Hyundai Group, had decided not to pursue negotiations with DMC following a lengthy internal feasibility study.

A joint venture and equity investment in DMC by Hyundai had been proposed to the two parties by a U. S. middle man.

In the UK, the DeLorean Belfast factory continued to produce at reduced levels while the receivers sought to find a buyer or investor.

Reports from London said the receivers held a meeting with representatives of the workers and told them only one potential investor was still considering purchase of the plant.

One source said the receivers are ready to "pull the plug" and liquidate the operation if a deal cannot be made soon.

## Automatic slips; jury says Ford must pay $250,000

SEATTLE.—A jury here found Ford Motor Co. at fault for the injury to a 75-year-old man that resulted when his 1973 Ford van allegedly slipped from Park to Reverse and ran over him.

The jury, after three hours of deliberation, awarded the plaintiff, Melvin Lenhardt, $250,000 in damages.

The alleged Park to Reverse slippage accident is one of a number of such occurrences reported since the NHTSA reached an agreement with Ford late in 1980 whereby the company agreed to send dashboard warning notices to more than 10 million owners of Ford vehicles equipped with automatic transmissions in exchange for the government's agreement to forego a recall of the vehicles.

Ford has maintained throughout that no defect exists in its automatic transmissions and that the thousands of accidents and 154 fatalities attributed to alleged Park to Reverse slippage are the result of "operator error."

In response to the latest jury finding, Ford Vice President and General Counsel Henry R. Nolte Jr., said:

"We are disappointed with the jury decision. We are planning to file appropriate post-trial motions and, if necessary, appeal. Rulings by the court, we believe, were erroneous and prevented Ford from demonstrating to the jury that this accident could have been avoided if the plaintiff had latched his vehicle in Park or set the parking brake."

# IH upgrades its premium conventionals

SAN FRANCISCO. — Improved exterior styling and upgraded driver-comfort features highlight advances International Harvester has incorporated into its line of Models 4200, 4300 and Eagle premium conventional trucks.

"The popularity of improvements such as these — already available in our CO-9670 series premium cabover trucks — spurred the change," said Neil A. Springer, vice president-general manager, North American Truck Operations. "Both series now offer consistent styling, ride and handling refinements."

He noted that the conventional models also are available with special "Fuel Fighter" options similar to those offered with the CO-9670.

These include Cummins Formula 300, 350 or NTC-400 engines, Fuller Roadranger transmissions, International RA-472 and RA-474 rear axles and Goodyear Unisteel II radial tires.

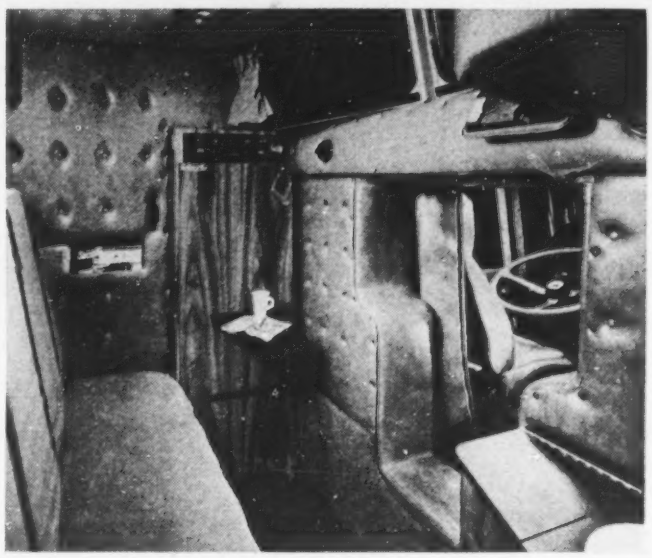
"An operator can save up to $12,000 per year in fuel costs by specifying these components," Springer said. "This is an example of International Trucks' commitment to our lowest-cost-of- ownership concept — im-

Continued on Page 16, Col. 3

## Cummins cuts price of Twin Turbo 475

COLUMBUS, Ind.—Under a major price reduction, Cummins Engine Co. said purchasers of new trucks powered by the Cummins 475-HP Twin Turbo 475 diesel will save several thousand dollars compared with the previous price.

The Twin Turbo 475, available in most makes of heavy trucks, features two turbochargers mounted in series to boost intake-manifold pressure to almost twice the level produced by a single turbo, the company said.



***Sleeper's a little like home***

Walk-in sleepers of the upgraded International Class 8 conventional have many of the comforts of a motor home, features such as upper and lower bunks, wash basin, refrigerator and sound system.

# New system puts heat on diesel-fuel waxing

**By Roger Rowand**
Engineering Editor

About this time of the year, owners and operators begin to breathe a little easier about at least one facet of the trucking business. Their vehicles' diesel fuel will flow more easily and parafin plugged filters fade into memory for another 10 months or so.

The problem of paraffin wax —solidifying and clogging filters is real and growing. And, it's becoming more acute as the quality of diesel fuel being used around the world declines.

Raychem Corp., Menlo Park, Calif., says it has developed a system for preventing jellied fuel and parafin plugging. It does the job by warming up the fuel with a novel heat-conducting plastic core running through the fuel line.

The Raychem Thermoline system includes a self-regulating conductive heating strip that has the ability to adjust heat as fuel temperature changes.

The strip contains two conducting wires separated by carbon particles. Cold, the particles are close to each other and carry more electricity (and cause heat) than they do as they warm and spread out — simultaneous with less need for heat to the fuel.

• "Tests have indicated a truck winterized and equipped with a diesel fuel-line heater can be started quickly at temperatures as low as 40 degrees Fahrenheit," said David C. Woodward, marketing director, Raychem's Thermal Products Group. "The

Continued on Page 16, Col. 4

***Diesel-fuel woes eased***

Raychem Corp. says its new Thermoline fuel-line heating system for diesel engines eliminates cold start and operating problems caused by waxed, jelled fuel, even in temperatures as low as minus 40 degrees.

## Hayford resigns as IH president, no reason given

CHICAGO.—Warren J. Hayford resigned 11 days ago as president, chief operating officer and a director of financially troubled International Harvester. Neither Hayford nor the company gave any reason for his sudden departure.

Hayford joined Harvester almost three years ago, coming from the Continental Group where he was executive vice president.

In accepting the resignation "with regret," Archie R. McCardell, chairman, noted that Hayford's tenure "encompassed one of the most demanding periods in our history. During this time, (he) initiated many actions to place the company on the road to future financial health."

McCardell said he will serve as chairman and chief executive as well as president.

One analyst observed that Hayford's abrupt resignation could worsen Harvester's precarious financial position.

He said lenders might see Hayford's leaving as a signal that he feels the company will not survive, withdraw their support and force the firm into bankruptcy.

# truck industry news

**Light-truck surge slows decline**

# January registrations drop at a lower rate

Growing strength among light trucks, especially those in Groups 1 and 3, slowed the rate of decline in new-truck registrations in the U. S. dramatically in the first month of 1982.

In January, according to R. L. Polk & Co. statistics, 155,599 new trucks of all types were registered, down only 3.7 percent from the year-earlier 161,508. The count for the first month of 1981, on the other hand, was off 30.8 percent from the previous year's 233,277.

January registrations of new light trucks dropped only 1.6 percent from the 1981 count, with gains in both Groups 1 and 3 and a drastic reduction in the Group 2 rate of decline.

During the month, 142,779 light trucks were registered, compared with 145,073 in January, 1980.

Group 1 tallies were 2.7 percent higher than a year ago, with the non-captive imports providing the spark. The count was 77,818, compared with 75,805 in 1981. The non-captive import total was 22,437, a gain of 23.7 percent over the year-earlier 18,144 units.

• In Group 3, there were 1,299 registrations, eight units higher than the year-ago 1,291. The Group 2 count was off 6.3 percent, from 67,977 units in 1981 to 63,662. A year ago, however, the Group 2 total was down 40.5 percent from the previous year's 114,157 units.

Registrations of medium trucks continue to plunge, while the heavies' losses appear to be bottoming out.

In January, only 2,593 mediums were registered in the U. S., a decline of 45 percent from the year-earlier 4,715. The 1981 count was only 11.5 percent under the previous year's 5,327 units.

Group 6 tallies in January were down 44.8 percent, from

Continued on Page 24, Col. 3

## Industry sales for two months rise 9.9 percent

Two-month retail sales of new trucks of all types by franchised dealers and factory outlets in the U. S. were up almost 10 percent over last year, with increases in two of the three market segments.

Through February, according to the Motor Vehicle Manufacturers Assn. and other independent sources, 386,014 trucks were retailed, an increase of 9.9 percent over last year's 351,401 units.

February sales were up over a year ago for the second consecutive month. The total of 207,832 units was 12.3 percent over the 184,822 vehicles retailed in the same month last year.

Sales of light trucks and

Continued on Page 24, Col. 5

## U. S. TRUCK REGISTRATIONS

**JANUARY, 1982 VS. 1981★**

| | Jan., 1982 | Percent Share of '82 market | Jan., 1981 | Percent Share of '81 market | Pct. pt. Change, '82-'81 |
|---|---|---|---|---|---|
| Chevrolet | 50,295 | 32.32 | 52,625 | 32.58 | — 0.26 |
| Ford | 41,016 | 26.36 | 52,479 | 32.49 | — 6.13 |
| Dodge | 15,391 | 9.89 | 11,329 | 7.02 | + 2.87 |
| GMC | 13,020 | 8.37 | 11,668 | 7.22 | + 1.15 |
| Jeep | 4,770 | 3.07 | 4,266 | 2.64 | + 0.43 |
| International | 3,238 | 2.08 | 5,417 | 3.35 | — 1.27 |
| Mack | 1,496 | 0.96 | 1,500 | 0.93 | + 0.03 |
| Plymouth* | 933 | 0.60 | 1,351 | 0.84 | — 0.24 |
| Kenworth | 672 | 0.43 | 805 | 0.50 | — 0.07 |
| Freightliner | 622 | 0.40 | 516 | 0.32 | + 0.08 |
| Peterbilt | 621 | 0.40 | 384 | 0.24 | + 0.16 |
| Mercedes-Benz | 268 | 0.17 | 289 | 0.18 | — 0.01 |
| White | 146 | 0.09 | 240 | 0.15 | — 0.06 |
| Autocar | 58 | 0.04 | 94 | 0.06 | — 0.02 |
| Western Star | 55 | 0.04 | 50 | 0.03 | + 0.01 |
| Volvo | 36 | 0.02 | 94 | 0.06 | — 0.04 |
| Misc.** | 22,962 | 14.76 | 18,401 | 11.39 | + 3.37 |
| TOTALS | 155,599 | 100.00 | 161,508 | 100.00 | ..... |

★—No registrations for Oklahoma, 1982 and 1981; Maine, New Hampshire and Hawaii, 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

## U. S. HEAVY DUTY REGISTRATIONS

**JANUARY, 1982 VS. 1981★**

| | Jan., 1982 | Percent Share of '82 market | Jan., 1981 | Percent Share of '81 market | Pct. pt. Change, '82-'81 |
|---|---|---|---|---|---|
| International | 2,287 | 22.36 | 3,046 | 25.99 | — 3.63 |
| Ford | 2,158 | 21.10 | 2,507 | 21.39 | — 0.29 |
| GMC | 1,978 | 19.34 | 1,543 | 13.16 | + 6.18 |
| Mack | 1,316 | 12.87 | 1,428 | 12.18 | + 0.69 |
| Kenworth | 672 | 6.57 | 805 | 6.87 | — 0.30 |
| Freightliner | 622 | 6.08 | 516 | 4.40 | + 1.68 |
| Peterbilt | 621 | 6.07 | 384 | 3.28 | + 2.79 |
| White | 146 | 1.43 | 240 | 2.05 | — 0.62 |
| Mercedes-Benz | 76 | 0.74 | 81 | 0.70 | + 0.04 |
| Autocar | 58 | 0.57 | 94 | 0.80 | — 0.23 |
| Chevrolet | 56 | 0.55 | 811 | 6.92 | — 6.37 |
| Western Star | 55 | 0.54 | 50 | 0.43 | + 0.11 |
| Volvo | 36 | 0.35 | 93 | 0.79 | — 0.44 |
| Misc. | 146 | 1.43 | 122 | 1.04 | + 0.39 |
| TOTALS | 10,227 | 100.00 | 11,720 | 100.00 | ..... |

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1982 and 1981; Maine, New Hampshire and Hawaii, January, 1981.

## NEW TRUCK REGISTRATION BY MAKE AND GVW CLASS

JANUARY, 1982 VS. 1981★

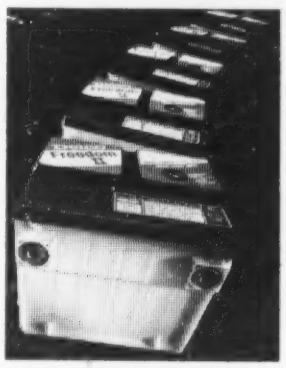
| | | Group 1 6,000 pounds and less | Group 2 6,001-10,000 | Group 3 10,001-14,000 | Group 4 14,001-16,000 | Group 5 16,001-19,500 | Group 6 19,501-26,000 | Group 7 26,001-33,000 | Group 8 33,001 and over | Make Totals |
|---|---|---|---|---|---|---|---|---|---|---|
| AUTOCAR | **Jan. '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **58** | **58** |
| | Jan. '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 94 | 94 |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **58** | **58** |
| | Year to Date '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 94 | 94 |
| BROCKWAY | **Jan. '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | Jan. '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | Year to Date '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| CHEVROLET | **Jan. '82** | **26,549** | **22,408** | **1,166** | ..... | **5** | **111** | **2** | **54** | **50,295** |
| | Jan. '81 | 26,871 | 22,824 | 1,257 | ..... | 82 | 780 | 733 | 78 | 52,625 |
| | **Year to Date '82** | **26,549** | **22,408** | **1,166** | ..... | **5** | **111** | **2** | **54** | **50,295** |
| | Year to Date '81 | 26,871 | 22,824 | 1,257 | ..... | 82 | 780 | 733 | 78 | 52,625 |
| (Memo Units) # | **Jan. '82** | **14,923** | **6,646** | ..... | ..... | ..... | ..... | ..... | ..... | **21,569** |
| | Jan. '81 | 10,202 | 5,945 | ..... | ..... | ..... | ..... | ..... | ..... | 16,147 |
| | **Year to Date '82** | **14,923** | **6,646** | ..... | ..... | ..... | ..... | ..... | ..... | **21,569** |
| | Year to Date '81 | 10,202 | 5,945 | ..... | ..... | ..... | ..... | ..... | ..... | 16,147 |
| DODGE | **Jan. '82** | **10,061** | **5,323** | **7** | ..... | ..... | ..... | ..... | ..... | **15,391** |
| | Jan. '81 | 6,578 | 4,717 | 34 | ..... | ..... | ..... | ..... | ..... | 11,329 |
| | **Year to Date '82** | **10,061** | **5,323** | **7** | ..... | ..... | ..... | ..... | ..... | **15,391** |
| | Year to Date '81 | 6,578 | 4,717 | 34 | ..... | ..... | ..... | ..... | ..... | 11,329 |
| (Memo Units) # | **Jan. '82** | **6,311** | **3,476** | ..... | ..... | ..... | ..... | ..... | ..... | **9,787** |
| | Jan. '81 | 4,112 | 2,641 | 5 | ..... | ..... | ..... | ..... | ..... | 6,758 |
| | **Year to Date '82** | **6,311** | **3,476** | ..... | ..... | ..... | ..... | ..... | ..... | **9,787** |
| | Year to Date '81 | 4,112 | 2,641 | 5 | ..... | ..... | ..... | ..... | ..... | 6,758 |
| FORD | **Jan. '82** | **11,094** | **27,005** | ..... | ..... | ..... | **759** | **1,443** | **715** | **41,016** |
| | Jan. '81 | 16,681 | 32,172 | ..... | ..... | ..... | 1,119 | 1,879 | 628 | 52,479 |
| | **Year to Date '82** | **11,094** | **27,005** | ..... | ..... | ..... | **759** | **1,443** | **715** | **41,016** |
| | Year to Date '81 | 16,681 | 32,172 | ..... | ..... | ..... | 1,119 | 1,879 | 628 | 52,479 |
| (Memo Units) # | **Jan. '82** | **4,678** | **9,569** | ..... | ..... | ..... | ..... | ..... | ..... | **14,247** |
| | Jan. '81 | 6,231 | 9,586 | ..... | ..... | ..... | ..... | ..... | ..... | 15,817 |
| | **Year to Date '82** | **4,678** | **9,569** | ..... | ..... | ..... | ..... | ..... | ..... | **14,247** |
| | Year to Date '81 | 6,231 | 9,586 | ..... | ..... | ..... | ..... | ..... | ..... | 15,817 |
| FREIGHTLINER | **Jan. '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **622** | **622** |
| | Jan. '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 516 | 516 |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **622** | **622** |
| | Year to Date '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 516 | 516 |
| GMC | **Jan. '82** | **4,748** | **5,775** | **126** | ..... | **47** | **346** | **1,282** | **696** | **13,020** |
| | Jan. '81 | 4,266 | 5,316 | ..... | ..... | 28 | 515 | 821 | 722 | 11,668 |
| | **Year to Date '82** | **4,748** | **5,775** | **126** | ..... | **47** | **346** | **1,282** | **696** | **13,020** |
| | Year to Date '81 | 4,266 | 5,316 | ..... | ..... | 28 | 515 | 821 | 722 | 11,668 |
| (Memo Units) # | **Jan. '82** | **2,081** | **1,543** | ..... | ..... | ..... | ..... | ..... | ..... | **3,624** |
| | Jan. '81 | 630 | 1,202 | ..... | ..... | ..... | ..... | ..... | ..... | 1,832 |
| | **Year to Date '82** | **2,081** | **1,543** | ..... | ..... | ..... | ..... | ..... | ..... | **3,624** |
| | Year to Date '81 | 630 | 1,202 | ..... | ..... | ..... | ..... | ..... | ..... | 1,832 |
| INTERNATIONAL | **Jan. '82** | ..... | ..... | ..... | ..... | ..... | **951** | **1,006** | **1,281** | **3,238** |
| | Jan. '81 | ..... | 490 | ..... | ..... | ..... | 1,881 | 1,534 | 1,512 | 5,417 |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | **951** | **1,006** | **1,281** | **3,238** |
| | Year to Date '81 | ..... | 490 | ..... | ..... | ..... | 1,881 | 1,534 | 1,512 | 5,417 |
| (Memo Units) # | **Jan. '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | Jan. '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | Year to Date '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| JEEP | **Jan. '82** | **2,344** | **2,426** | ..... | ..... | ..... | ..... | ..... | ..... | **4,770** |
| | Jan. '81 | 2,299 | 1,967 | ..... | ..... | ..... | ..... | ..... | ..... | 4,266 |
| | **Year to Date '82** | **2,344** | **2,426** | ..... | ..... | ..... | ..... | ..... | ..... | **4,770** |
| | Year to Date '81 | 2,299 | 1,967 | ..... | ..... | ..... | ..... | ..... | ..... | 4,266 |
| (Memo Units) # | **Jan. '82** | **2,344** | **1,784** | ..... | ..... | ..... | ..... | ..... | ..... | **4,128** |
| | Jan. '81 | 2,299 | 1,461 | ..... | ..... | ..... | ..... | ..... | ..... | 3,760 |
| | **Year to Date '82** | **2,344** | **1,784** | ..... | ..... | ..... | ..... | ..... | ..... | **4,128** |
| | Year to Date '81 | 2,299 | 1,461 | ..... | ..... | ..... | ..... | ..... | ..... | 3,760 |
| KENWORTH | **Jan. '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **672** | **672** |
| | Jan. '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 805 | 805 |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **672** | **672** |
| | Year to Date '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 805 | 805 |
| MACK | **Jan. '82** | ..... | ..... | ..... | ..... | ..... | **180** | **44** | **1,272** | **1,496** |
| | Jan. '81 | ..... | ..... | ..... | ..... | ..... | 72 | 9 | 1,419 | 1,500 |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | **180** | **44** | **1,272** | **1,496** |
| | Year to Date '81 | ..... | ..... | ..... | ..... | ..... | 72 | 9 | 1,419 | 1,500 |
| MERCEDES-BENZ | **Jan. 82** | ..... | ..... | ..... | ..... | ..... | **192** | **76** | ..... | **268** |
| | Jan. '81 | ..... | ..... | ..... | ..... | ..... | 208 | 81 | ..... | 289 |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | **192** | **76** | ..... | **268** |
| | Year to Date '81 | ..... | ..... | ..... | ..... | ..... | 208 | 81 | ..... | 289 |
| PETERBILT | **Jan. '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **621** | **621** |
| | Jan. '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 384 | 384 |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **621** | **621** |
| | Year to Date '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 384 | 384 |
| PLYMOUTH | **Jan. '82** | **585** | **348** | ..... | ..... | ..... | ..... | ..... | ..... | **933** |
| | Jan. '81 | 966 | 385 | ..... | ..... | ..... | ..... | ..... | ..... | 1,351 |
| | **Year to Date '82** | **585** | **348** | ..... | ..... | ..... | ..... | ..... | ..... | **933** |
| | Year to Date '81 | 966 | 385 | ..... | ..... | ..... | ..... | ..... | ..... | 1,351 |
| VOLVO | **Jan. '82** | ..... | ..... | ..... | ..... | ..... | ..... | **23** | **13** | **36** |
| | Jan. '81 | ..... | ..... | ..... | ..... | 1 | ..... | 46 | 57 | 94 |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | ..... | **23** | **13** | **36** |
| | Year to Date '81 | ..... | ..... | ..... | ..... | 1 | ..... | 46 | 47 | 94 |
| WESTERN STAR | **Jan. '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **55** | **55** |
| | Jan. '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 50 | 50 |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **55** | **55** |
| | Year to Date '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 50 | 50 |
| WHITE | **Jan. '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **146** | **146** |
| | Jan. '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 240 | 240 |
| | **Year to Date '82** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **146** | **146** |
| | Year to Date '81 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 240 | 240 |
| MISCELLANEOUS* | **Jan. '82** | **22,437** | **377** | ..... | **2** | ..... | ..... | **8** | **138** | **22,962** |
| | Jan. '81 | 18,144 | 106 | ..... | ..... | 1 | 236 | 114 | 86 | 18,687 |
| | **Year to Date '82** | **22,437** | **377** | ..... | **2** | ..... | ..... | **8** | **138** | **22,962** |
| | Year to Date '81 | 18,144 | 106 | ..... | ..... | 1 | 236 | 114 | 86 | 18,687 |
| TOTALS | **Jan. '82** | **77,818** | **63,662** | **1,299** | **2** | **52** | **2,539** | **3,884** | **6,343** | **155,599** |
| | Jan. '81 | 75,805 | 67,977 | 1,291 | ..... | 112 | 4,603 | 5,136 | 6,584 | 161,508 |
| | **Year to Date '82** | **77,818** | **63,662** | **1,299** | **2** | **52** | **2,539** | **3,884** | **6,343** | **155,599** |
| | Year to Date '81 | 75,805 | 67,977 | 1,291 | ..... | 112 | 4,603 | 5,136 | 6,584 | 161,508 |

★—No registrations for Oklahoma, 1982 and 1981; Maine, New Hampshire and Hawaii, January, 1981.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.


THE ARRIVAL OF THE FITTEST.



It's here. Delco Remy's toughest automotive battery ever—the Delco Freedom II Battery.

Freedom II is the new generation of Freedom Batteries—combining the best of our maintenance-free technology with the construction features proven in our heavy-duty truck batteries.

The Delco Freedom II Battery. Even tougher than the original Freedom—without increased size or weight.

Delco Remy

The leader under the hood

NEW J & X-CAR CONVERTIBLES
Built the way convertibles should be built

EXTRA DEALER PROFITS ON INVESTMENT

- Magnificent craftsmanship
- Full structural reinforcement
- Excellent visibility

Coach Builders Ltd. 305/485-6460
Creatively Engineered Convertibles
3130 N.W. 17th Street, Ft. Lauderdale, FL 33311
Additional Facilities: ARMBRUSTER STAGEWAY 501/783-3121
COMPLIMENT (Barrows Enterprises, Inc.) 319/259-8391

LONG-TERM
AUTO LEASING INSURANCE
We make sure you are covered by a high-quality carrier.

Allied with major admitted carriers, we have long experience with this difficult-to-place insurance. We make it easier for you with a special program of insurance designed specifically for the automobile leasing/rental industry.

- Lessors Excess Liability
- Lessors Contingent Liability
- Contingent Physical Damage
- Primary Physical Damage
- Primary Liability coverages
- Interim Car coverages

We invite your inquiry and your business.
Call or write Ron Ruane.

International Risks, Inc.
The Irwin Building
King of Prussia, PA 19406
(215) 265-4170

A subsidiary of IBCC

EXPERT RADIO REPAIR
Complete Repair Facility
"ONE DAY SERVICE"
DAYTON SPEEDOMETER SERVICE, INC.
AC Delco Service & Sales Center
660 N. Main, Dayton, Ohio 45405
1-800-543-9687
In Ohio (513) 222-1491
AM-7

New BRADFORD CONVERTIBLES

*The Ultimate in Custom-Crafted Convertibles proudly introduces*

*The BMW 320i Convertible Conversion*

*A new delight for sports car enthusiasts • Manual or optional power operated top system • Unique streamlined header and boot design • Full structural reinforcement • Glass quarter and rear windows • Padded roof and color coordinated interior headliner • Full seating and trunk space • Brings a youthful jubilance to motoring.*

BRADFORD COACHWORKS

1300 W. McNab Road
Ft. Lauderdale, FL 33309
305: 971-7310

2527 Boardwalk
San Antonio, TX 78217
512: 824-1099

WATS 800: 327-8969

*Conversion by Coach Builders Ltd.*


**January decline curbed by light-truck showing**

# Slump slows in truck registrations

Continued from Page 14

4,603 units in 1981 to 2,539. Group 5 was off 53.6 percent to 52 units, compared with 112 a year ago. There were two Group 4 tallies this year and none in January, 1981.

Heavy-truck registrations in the first month totaled 10,227 units, a decline of 12.7 percent from the year-ago 11,720. The 1981 count, however, was 31.8 percent below the previous year's 17,180.

In January, 6,343 Group 8 heavies were tallied, down only 3.7 percent from the year-earlier 6,584 units. The Group 7 total dropped to 3,884 units during the month, a decline of 24.4 percent from the year-earlier 5,136.

• As it did in 1981, Chevrolet started the new year in the No. 1 spot with 50,295 truck registrations, more than 9,000 units higher than Ford's 41,016 units. It was the third straight month in which Chevrolet was the registrations leader.

Ford's share of total truck industry registrations in January dropped 6.13 percentage points. Its total for the month accounted for 26.36 percent of the total, compared with 32.49 percent last year on 52,479 tallies.

The biggest gains in penetration during the month were achieved by the miscellaneous group, with the non-captive imports leading the way, and Dodge, whose retail sales have risen substantially since the start of the 1982 model year.

In January, there were 22,962 tallies for the miscellaneous group, accounting for 14.76 percent of the total. A year ago, the group had 11.39 percent with 18,401 units. Its penetration increase was 3.37 points.

Dodge's share was up 2.87 points over the first month of 1981. In January, it accounted for 9.89 percent of the total with 15,391 tallies. A year ago, its 11,329 units were good for 7.02 percent.

International retained heavy-truck leadership in January, but its margin over No. 2 Ford was less than 200 units. International's penetration was down 3.63 points.

• There were 2,287 International registrations in January, good for 22.36 percent of the industry total. A year ago, International accounted for 25.99 percent of the count with 3,046 tallies.

GMC Truck & Coach scored the biggest advance in penetration during the month, while Chevrolet, which has been out of the Group 8 line-haul truck business since late in 1980, suffered the biggest loss.

GMC's share was up 6.18 points, while Chevrolet's was down 6.37 points. Among the Group 8 independents, Peterbilt's share was 2.79 points higher than a year ago, while Freightliner posted a gain of 1.68 points.

## Truck-industry sales up 9.9 pct. for two months

Continued from Page 14

heavies were up in each of the first two months of the year, with the all-new domestic Big Three compacts the major contributor to the surge in light-truck volume.

Light-truck sales through February totaled 318,271 units, an increase of 15.5 percent over last year's 275,580. The February total of 172,259 sales was 18.4 percent higher than the 145,479 retailed in the second month of 1981.

• Dealers and factory outlets retailed 23,994 heavy trucks in the first two months, an increase of 2.6 percent over the year-ago 23,386 units, with gains in both weight groups.

In February, the total was 11,190 units, a decline of 1.3 percent from the year-earlier 11,343 units. The Group 7 count was 18.3 percent higher than a year ago, while the Group 8 total dropped 13.2 percent.

Sales of medium trucks were down in both February and the two-month period. The February total of 2,800 units was 49.2 percent lower than last year's 5,507. Through February, the count was 5,716, a decline of 53.7 percent from the year-ago 12,344 units.

Going into the final month of the first quarter, there were 519,705 new trucks of all types in retailers' stocks of unsold vehicles, a decrease of 10.4 percent from the year-earlier 579,842 units.

Inventories were down noticeably in the light and medium segments, while there was little change from a year ago in the supply of unsold heavies.

There were 462,752 light trucks on hand, down 9.7 percent from the year-earlier 512,525. Mediums were off 46.1 percent, from 21,981 in 1981 to 11,846. Heavies on March 1 totaled 45,107, compared with 45,336 units a year ago.


IN THIS CORNER, THE 1982 GRUMMAN OLSON TRUCKS.

Tougher, to go the distance. Lighter, to get you there for less. That's the Grumman Olson truck line for 1982.

And in the rough and tumble 1980s, with gas prices high and budgets tight, that's what the smart money looks for in a truck: lightness, toughness and endurance.

That's exactly the combination that Grumman Olson has championed in 30 years of making rugged aluminum truck bodies.

For 1982, we've put everything we've learned into making a truck body so tough it can outlast two, three, even four chassis. Close riveted construction. Aluminum extruded floors. Aluminum stepwells and rear bumpers. Strain hardened aluminum body panels that refuse to rust.

Kabmaster

Kurbette

Kargo King

The aluminum that makes our bodies tougher also gives them a 1,000-pound weight advantage over steel bodies of the same size. That saves on gas, tires, brakes, drive trains.

And when you carry 1,000 pounds less truck, you can carry a lot more cargo. Or buy a down-sized chassis and save on everything from gas to replacement parts.

Whatever business you're in, whatever size truck body you need, we can set you up with the perfect match.

So call the Grumman Olson representative nearest you today.

He'll show you how to make 1982 the year you start doing your roadwork with The Lightweight Champs.

GRUMMAN OLSON
*The Lightweight Champs.*
445 Broad Hollow Road, Melville, N.Y. 11747
A Division of Grumman Allied Industries, Inc.

New York (516) 454-8400/Pennsylvania (215) 887-5238/Boston (617) 235-6404/Mid Atlantic (301) 879-6826/North Central (815) 756-3426/Mid-South (713) 965-9553/Southern California (213) 802-2886/Pacific Northwest (206) 225-9420/Southeast (305) 753-2100/Mid-Central (614) 855-2251/Southwest (214) 231-7174/Central Pacific (415) 961-2592/Canada (416) 576-5422.
For replacement parts for Grumman Olson truck bodies, phone direct, outside Pennsylvania, 800-233-4823. In Pennsylvania, 800-982-4364.

# factories list auction dates

### American Motors

March 30—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

March 31 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.

### Ford Motor Co.

March 30—Harrisonburg Auto Auction, Harrisonburg, Va.

### Chrysler Corp.

March 30—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

March 31—Sand Mountain Auto Auction, Boaz, Ala.; Southwest Auto Auction, Phoenix.

Chrysler sales are restricted to Chrysler Corp. dealers.

**Model breakdown**
**Auction Averages**

| | MARCH | FEB. | JAN. |
|---|---|---|---|
| 1982 | $9,019 | $7,719 | $7,432 |
| 1981 | 6,839 | 6,422 | 6,435 |
| 1980 | 5,439 | 5,282 | 5,144 |
| 1979 | 4,759 | 4,487 | 5,184 |
| 1978 | 3,849 | 3,658 | 3,633 |
| 1977 | 2,953 | 2,783 | 2,857 |
| 1976 | 2,281 | 2,189 | 2,343 |
| 1975 | 1,695 | 1,798 | 1,854 |
| Overall Average | $4,781 | $4,687 | $4,904 |

***Stevinson plaque***

Charles E. Stevinson, dealer-operator of Stevinson Chevrolet, Inc., Golden, Colo., is presented with his 25-year dealer award plaque by Charles J. Lopez, Denver zone manager for Chevrolet.

**For role in setting standards**

# SAE honors Hodges

DETROIT. — The SAE's highly regarded Arch T. Colwell Cooperative Engineering Medal has been awarded to Lawrence H. Hodges, of Racine, Wis., for his work in standards.

Hodges, a consultant, is a former vice president of J. I. Case Co.

In presenting the 1982 award, SAE President N. John Beck, noted the wide scope of Hodges' work.

"He has been instrumental in promoting SAE's standards on the local, national and international levels," Beck said. "His participation in the development of voluntary standards spans three decades."

Hodges has played an important role in representing U. S. interests in activities of the International Standards Organization in Geneva.

**Used car sales**
**Auction Averages**

| | |
|---|---|
| March to date | $4,781 |
| Month ago | $4,687 |
| Year ago | $4,076 |

# used-car auction directory

**Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.**

## CANADA

**Wednesday**
MONTREAL AUTO AUCTION, LTD.
325 Rue Norman
Ville St. Pierre P.Q.
Canada, H8R 1A3
Ph. (514) 488-6873

**Thursday**
ONTARIO AUTO AUCTION
406 Lake Ave. North
Hamilton, Ont. Canada
L8E 3C2 Ph. (416) 560-4851

Special & Immediate Service to:

- **Lease & Daily Rental Companies**
- **Dealers, Fleet Owners**
- **Banks & Finance Companies**

(For information, . . . call now, . . . or clip & return coupon).

YES! We want to do business! Please furnish more information.

Name _____

Company _____

Address _____

City _____ Postal _____

Phone ( ) _____

*Clip & Mail To:* MB Lawrence
MONTREAL AUTO AUCTION
325 Rue Norman, Ville St. Pierre
Quebec, Canada H8R 1A3

### TEXAS

**TRI-STATE AUTO AUCTION**
*"We're worth getting to know!"*
SALE EVERY TUESDAY AT 11:00 A.M.
OUR SPECIALTY IS LEASE & FLEET ACCOUNTS
CONTACT OUR LEASE AND FLEET MANAGER
**KEN OSBORN**
4445 CANYON DRIVE, AMARILLO, TEXAS 79110
PHONE (806) 358-3663

### ILLINOIS

**Greater Chicago Auto Auction.** Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

### RHODE ISLAND

**Pawtucket Auto Auction.** Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

### CALIFORNIA

"If you put this Ad in the wastebasket... Put the wastebasket in the safe!!!"

*You are cordially invited to attend our weekly auto auction where over 1,300 rust-free, original mileage vehicles are offered each Wednesday at 11am.*

*Our modern 20 acre facility, located just 40 miles south of San Francisco, offers you the opportunity to obtain these fine vehicles on a weekly basis at reasonable prices. We will be happy to arrange for airport pick-up and hotel reservations. For information please call me personally at (415) 651-3800.*

*Now in our 13th year / See you here!!!*
*Arnie Addison's*

**BAY CITIES AUTO AUCTION**
48531 WarmSprings Blvd. Fremont, CA 94539
"The Auto Auction of the 80's"

### NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC

**SKYLINE AUTO AUCTION**
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

### CALIFORNIA

**Oakland Auto Auction,** 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

### COLORADO

**Denver Auto Auction,** 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

### FLORIDA

**Imperial Auto Auction,** Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

### WASHINGTON

**Bob McConkey & Sons.** So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

### PENNSYLVANIA

**Commonwealth Auto Auction**
**Metro Philadelphia's Finest!**
**Fleet & Lease Accounts**
***Pickup/Delivery***
Route 420, Morton, Pennsylvania
***Telephone:* (215) 328-7100**
**Alex Pate, *Gen. Manager***
**Every Thursday, 10:30 A.M.**

### NEW MEXICO

**Greater Albuquerque Auto Auction** — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

### NEW YORK

**Tri-State Auto Auction,** Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

### OHIO

**Ohio Auto Auction.** The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

### OHIO

**Wednesday Auto Auction.** Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

### MICHIGAN

**APTCO AUTO AUCTION**
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

**TUESDAY, APRIL 6, 1982**
**10 A.M.**
**CHRYSLER CORPORATION AUCTION SALE**
***Chrysler Plymouth Dodge Dealers Only***
**ALL MAKES AND MODELS**
***Followed by Our***
**BIG REGULAR CONSIGNMENT SALE**
**(Open to All Licensed Auto Dealers)**
COME EARLY — HAVE A BREAKFAST & LUNCH ON US.

APTCO DETROIT

### MICHIGAN

WEDNESDAY 11:00 a.m.
**ATTEND THE FLINT AUTO AUCTION**
*Averaging 600-700 cars*
4 LANES

- **Our 29th Year**
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams
**FLINT AUTO AUCTION**
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

### ARIZONA

**Southwest Auto Auction.** Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

### MINNESOTA

**WEDNESDAY 11:00**
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
**Minneapolis Auto Auction**
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

### TEXAS

**Amarillo Auto Auction, Inc.** 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

### AUCTION SCHOOL

**Mendenhall School of Auctioneering.** America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

### INDIANA

**MID STATES AUTO AUCTION**
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

### SOUTH CAROLINA

**Bruce Auto Auction & Recon Center**—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

**—Use Automotive News Want Ads for Quick Action—**

**Milestone unit is a month behind last year**

# Makers build millionth car of 1982

By Patricia Hoffman
Staff Writer

Domestic auto production for the year-to-date reached one million last Friday (March 26), exactly one month behind the 1981 pace.

So far this year, the auto manufacturers have built 1,010,613 units, down 33.11 percent from 1,510,796 in the same time last year.

Last week's output was targeted at 89,993 cars, down 25.0 percent from 119,988 the previous week and down 38.51 percent from 146,351 in the comparable 1981 week.

Breakdown for the week by company is: General Motors, 61.60 percent; Ford Motor, 19.51 percent; Chrysler Corp., 16.67 percent; American Motors, 2.11 percent, and Checker Motors, 0.11 percent.

Volkswagen of America's Westmoreland plant was idle last week due to poor sales. Production is scheduled to resume today (March 29).

GM's Arlington, Baltimore, Framingham and Leeds facilities were all idle last week for inventory control.

GM's South Gate point was mothballed last Tuesday (March 23), ending production of the Cadillac Cimarron and Chevrolet Cavalier. Approximately 2,550 workers have been put on indefinite layoff. The plant had been scheduled to close April 2.

GM's Janesville facility, currently idle for model changeover, will pick up Cimarron production when the plant resumes sometime this spring. Other car lines to be assembled there have not been announced.

Also still down for changeover is GM's Oklahoma City point. The facility (also scheduled to resume sometime this spring) will produce the midsize Chevrolet Celebrity and Buick Century.

Ford's Dearborn, Kansas City and Lorain plants were all idle last week for inventory control.

Daily and Saturday overtime was scheduled last week at Ford's St. Louis plant.

# Chrysler offers physicians incentive to cut their bills

By Marjorie Sorge
Labor Editor

DETROIT. — Chrysler Corp. is tired of taking its medicine in the high cost of medical insurance and has gone to the doctors for a cure.

The company is asking physicians in Southeastern Michigan to reduce their fees by 10 percent for one year beginning May 1 in exchange for a certificate worth $500 to $2,500 on the purchase or lease of a new 1982 Chrysler product ordered and delivered by Sept. 30, 1982. The cash allowance will come directly from Chrysler without any dealer participation.

Chrysler's U. S. health care bill was $300 million in 1981, or about $350 a car, according to Gerald Greenwald, vice chairman. In Michigan alone, the bill was $200 million on health-care premiums and another $47 million for doctor bills.

According to Greenwald, Chrysler could have saved $20 million in 1981 if the average hospital stay of Chrysler workers had been reduced by one day.

"We intend to discuss the subject of health care benefits in our coming union negotiations," Greenwald said. "However, there are limits to what we and the union can do to reduce health-care costs."

The current contract expires Sept. 14, 1982. In a total of three bargaining sessions, that pact gave Chrysler over $1 billion in concessions.

Chrysler estimates it will spend about $2,873 per active employe in 1982 and about $1,745 per retiree in the same period. There are about 165,000 active and inactive Chrysler workers and retirees.

Rebates to doctors are as follows:

1. $500 on Gran Fury and Diplomat.

2. $800 on Rampage, Horizon, Omni (excluding Miser models), TC3, 024, Sapporo, Challenger, Champ, Colt, Reliant, Aries (excluding two-door lowline models), import trucks, Ram Miser pickup, LeBaron, Dodge 400 (excluding convertibles), Town & Country Wagon, New Yorker.

3. $1,000 on Ram pickups (except Ram Miser), Ram van, Cordoba, Mirada, Voyager, and Ram wagon.

4. $2,000 on Imperial and Ramcharger.

Chrysler currently has a rebate program ranging from $300 to $2,000 which is scheduled to end March 31. This is expected to be extended with some modifications.

Letters to area dentists were scheduled to go out this week.

# Truck production slips on downtime at VW and IH

Downtime at Volkswagen of America's Westmoreland facility and a partial shutdown at International Harvester's Ft. Wayne and Springfield assembly plants pulled last week's domestic truck production down from the previous week, but the total was above that of the comparable 1981 period.

Last week, the makers targeted output at 43,183 units, down 1.29 percent from 43,747 the previous week, but up 7.60 percent from 40,132 in the comparable 1981 week.

Year-to-date, the makers have finished 437,571 trucks, a 2.92 percent gain from 425,173 in the same period last year.

VWoA's Westmoreland facility was idle last week. Operations are scheduled to resume today (March 29).

Also down last week was one line at International Harvester's Ft. Wayne and Springfield assembly points. The partial shutdown was due to overstocked inventory.

General Motors' Pontiac plant increased production of GMC heavy-duty trucks last week. Production was upped from 12 units a day on one shift, to 20 units a day. About 60 workers were recalled from indefinite layoff.

Chrysler Corp.'s Warren facility worked a nine-hour shift six days last week.

# Trucks steady, but car output dips in Canada

Downtime at General Motors' Oshawa (No. Two) point dragged last week's Canadian auto production down 15.36 percent from the previous week's total, but truck output reached the highest point so far this year as the makers completed the fifth consecutive week with operations at all facilities.

Last week, the auto makers scheduled 18,913 units, down from 22,345 the previous week, and down 5.59 percent from 20,033 in the comparable 1981 week.

So far this year, the car manufacturers have finished 184,340 units, a gain of 5.03 percent from 175,505 completed in the comparable period last year.

The truck makers targeted 11,878 units last week, almost even with 11,866 the previous week. It was the highest weekly schedule so far this year, but it was 3.67 percent below the 12,331 assembled in the comparable 1981 week.

Year-to-date, the makers have built 111,114 trucks, down 18.61 percent from 136,517 completed in the same period last year.

GM's Oshawa (No. Two) car facility was idle last week for inventory control.

Chrysler Corp.'s Windsor car plant worked Saturday (March 27) to keep up with the increased demand for rear-drive midsize cars. The plant also worked the preceding Saturday (March 20).

## U. S. CAR PRODUCTION

| | Week Ended March 27, 1982 | Week Ended March 28, 1981 | Week Ended March 20, 1982 | March to Date | Jan. 1 to March 28, 1981 | Jan. 1 to March 27, 1982 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 1,900* | 2,500* | 1,900* | 5,400* | 23,854* | 13,534* |
| Spirit | ..... | ..... | ..... | ..... | ..... | ..... |
| Concord | ..... | ..... | ..... | ..... | ..... | ..... |
| Eagle | ..... | ..... | ..... | ..... | ..... | ..... |
| CHRYSLER CORP. | 15,000 | 21,950 | 15,184 | 53,778 | 185,088 | 130,391 |
| Plymouth Total | 6,600 | 10,500 | 6,530 | 22,621 | 92,224 | 55,374 |
| Horizon | 2,100 | 4,000 | 2,058 | 6,468 | 33,150 | 16,948 |
| Reliant | 4,500 | 5,100 | 4,472 | 16,153 | 51,125 | 38,426 |
| Caravelle | ..... | 200 | ..... | ..... | 1,114 | ..... |
| Gran Fury | ..... | 1,200 | ..... | ..... | 6,835 | ..... |
| Chrysler Total | 2,700 | 1,800 | 2,619 | 11,047 | 14,788 | 23,847 |
| LeBaron | 2,700 | 1,300 | 2,619 | 11,047 | 10,228 | 23,847 |
| Chrysler | ..... | 500 | ..... | ..... | 4,560 | ..... |
| Dodge Total | 5,700 | 9,650 | 6,035 | 20,110 | 78,076 | 51,170 |
| Omni | 2,300 | 4,300 | 2,416 | 6,791 | 25,807 | 16,257 |
| Aries | 2,600 | 3,700 | 2,946 | 10,994 | 40,858 | 27,981 |
| Diplomat | ..... | 1,400 | ..... | ..... | 8,520 | ..... |
| Dodge 400 | 800 | ..... | 673 | 2,325 | ..... | 6,932 |
| St. Regis | ..... | 250 | ..... | ..... | 2,891 | ..... |
| FORD MOTOR | 17,554 | 28,899 | 29,308 | 89,109 | 312,625 | 198,720 |
| Ford Division | 10,060 | 20,377 | 18,463 | 54,273 | 217,101 | 118,795 |
| Escort | 7,069 | 8,245 | 7,126 | 28,765 | 98,031 | 55,667 |
| Fairmont | 614 | 4,300 | 3,587 | 7,205 | 41,163 | 17,240 |
| Must./Must. II | ..... | 4,531 | 4,151 | 8,231 | 30,297 | 21,516 |
| Granada | 2,180 | 1,611 | 2,160 | 7,022 | 14,273 | 17,097 |
| Thunderbird | ..... | ..... | 1,223 | 2,376 | 12,926 | 6,080 |
| Ford | ..... | 1,690 | ..... | ..... | 20,411 | ..... |
| EXP | 197 | ..... | 216 | 674 | ..... | 1,195 |
| L-M Division | 7,494 | 8,522 | 10,845 | 34,836 | 95,524 | 79,925 |
| Mercury Total | 5,431 | 7,313 | 8,759 | 26,523 | 82,425 | 56,623 |
| Lynx | 2,287 | 2,825 | 2,260 | 8,987 | 33,160 | 16,463 |
| Capri | ..... | 1,260 | 1,379 | 2,730 | 8,717 | 5,672 |
| Zephyr | 141 | 1,058 | 1,654 | 2,671 | 11,976 | 6,445 |
| Cougar | 1,081 | 879 | 1,135 | 3,567 | 6,979 | 9,272 |
| XR-7 | ..... | ..... | 409 | 889 | 5,653 | 2,083 |
| Mercury | 1,873 | 1,291 | 1,902 | 7,582 | 15,940 | 16,451 |
| LN7 | 49 | ..... | 20 | 97 | ..... | 237 |
| Lincoln Total | 2,063 | 1,209 | 2,086 | 8,313 | 13,099 | 23,302 |
| Continental ('82) | 413 | ..... | 417 | 1,663 | ..... | 5,190 |
| Lincoln | 825 | 602 | 835 | 3,325 | 6,093 | 9,327 |
| Mark VI | 825 | 607 | 834 | 3,325 | 7,006 | 8,785 |
| GENERAL MOTORS | 55,439 | 88,757 | 69,940 | 253,165 | 942,595 | 642,801 |
| Buick Division | 13,660 | 20,292 | 17,616 | 58,298 | 224,597 | 157,767 |
| Skylark | 3,575 | 5,400 | 3,496 | 14,116 | 63,395 | 28,071 |
| Skyhawk J | ..... | ..... | 2,727 | 5,213 | ..... | 17,093 |
| Century | 2,550 | 4,020 | 2,570 | 10,354 | 44,227 | 29,588 |
| Regal | 3,600 | 5,960 | 4,834 | 13,161 | 61,171 | 38,740 |
| Buick | 3,170 | 3,365 | 3,221 | 12,448 | 41,105 | 37,862 |
| Riviera | 765 | 1,547 | 768 | 3,006 | 14,699 | 6,413 |
| Cadillac Division | 5,828 | 6,636 | 2,584 | 18,266 | 75,202 | 54,036 |
| Cimarron | 128 | ..... | 480 | 886 | ..... | 1,379 |
| Seville | 600 | 622 | 602 | 2,536 | 7,782 | 5,480 |
| Eldorado | 1,500 | 1,744 | 1,502 | 5,731 | 16,469 | 14,585 |
| Cadillac | 3,600 | 4,270 | ..... | 9,113 | 50,951 | 32,592 |
| Chevrolet Division | 19,110 | 31,135 | 26,339 | 87,485 | 332,250 | 176,012 |
| Chevette | 6,965 | 6,234 | 6,891 | 27,042 | 70,986 | 33,737 |
| Cavalier | 2,505 | 617 | 3,512 | 11,170 | 617 | 24,639 |
| Celebrity | ..... | ..... | 2,186 | 4,273 | ..... | 10,397 |
| Camaro | 5,330 | 3,046 | 4,511 | 18,660 | 31,050 | 46,763 |
| Citation | 3,310 | 7,569 | 3,455 | 13,042 | 85,240 | 24,186 |
| Malibu | ..... | 5,854 | 3,361 | 6,370 | 61,427 | 15,323 |
| Monte Carlo | ..... | 2,215 | 1,421 | 2,825 | 30,661 | 9,259 |
| Chevrolet | 400 | 4,800 | 397 | 1,690 | 42,921 | 4,655 |
| Corvette | 600 | 800 | 605 | 2,413 | 9,348 | 7,053 |
| Oldsmobile Division | 12,476 | 20,292 | 14,773 | 59,673 | 222,287 | 179,143 |
| Omega | 1,661 | 3,550 | 1,692 | 6,720 | 37,381 | 17,115 |
| Firenza | ..... | ..... | 2,186 | 4,384 | ..... | 22,503 |
| Cutlass | 2,400 | 9,331 | 2,404 | 14,351 | 103,617 | 41,501 |
| Cutlass/Ciera | 2,250 | ..... | 2,267 | 9,360 | ..... | 24,881 |
| Oldsmobile | 5,430 | 6,216 | 5,490 | 21,688 | 69,323 | 64,283 |
| Toronado | 735 | 1,195 | 734 | 3,170 | 11,966 | 8,860 |
| Pontiac Division | 4,365 | 10,402 | 8,628 | 29,443 | 88,259 | 75,843 |
| Acadian† | 270 | 695 | 272 | 1,314 | 5,040 | 1,314 |
| J2000 | 556 | ..... | 582 | 1,920 | ..... | 3,758 |
| T1000 | 204 | 2,492 | 229 | 1,330 | 5,486 | 1,912 |
| Firebird | 2,830 | 1,034 | 2,674 | 10,352 | 12,576 | 25,855 |
| Phoenix | 505 | 2,021 | 438 | 2,407 | 27,828 | 5,916 |
| Grand Prix | ..... | 2,400 | 1,661 | 4,951 | 21,209 | 17,452 |
| Bonneville ('82) | ..... | ..... | 1,041 | 4,966 | ..... | 17,433 |
| A6000 | ..... | ..... | 1,131 | 2,203 | ..... | 2,203 |
| LeMans | ..... | 1,560 | ..... | ..... | 12,704 | ..... |
| Pontiac | ..... | 200 | ..... | ..... | 3,410 | ..... |
| VOLKSWAGEN | ..... | 4,160 | 3,556 | 7,005 | 46,026 | 24,267 |
| CHECKER | 100* | 85* | 100* | 300* | 608* | 900* |
| Total Cars, U. S. | 89,993 | 146,351 | 119,983 | 406,757 | 1,510,796 | 1,010,613 |

## CANADIAN CAR PRODUCTION

| | Week Ended March 27, 1982 | Week Ended March 28, 1981 | Week Ended March 20, 1982 | March to Date | Jan. 1 to March 28, 1981 | Jan. 1 to March 27, 1982 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 600 | 720 | 610 | 2,429 | 7,086 | 6,189 |
| CHRYSLER CORP. | 3,440 | ..... | 3,482 | 13,899 | 5,356 | 40,054 |
| FORD MOTOR | 8,448 | 6,288 | 8,655 | 25,950 | 31,027 | 53,696 |
| GENERAL MOTORS | 6,200 | 12,800 | 9,373 | 29,803 | 129,460 | 81,702 |
| VOLVO | 225 | 225 | 225 | 900 | 2,576 | 2,699 |
| Total Cars, Canada | 18,913 | 20,033 | 22,345 | 72,981 | 175,505 | 184,340 |
| N. American Cars | 108,906 | 166,384 | 142,333 | 481,738 | 1,686,301 | 1,194,953 |
| N. American Trucks | 55,061 | 52,463 | 55,613 | 212,031 | 561,690 | 548,685 |
| North American Cars and Trucks | 163,967 | 218,847 | 197,946 | 693,769 | 2,247,991 | 1,743,638 |

†—All Acadians and Corvettes are built for sale in Canada. *—Estimated.

## TRUCK PRODUCTION IN U. S.†

| | Week Ended March 27, 1982 | Week Ended March 28, 1981 | Week Ended March 20, 1982 | March to Date | Jan. 1 to March 28, 1981 | Jan. 1 to March 27, 1982 |
|---|---|---|---|---|---|---|
| CHEVROLET | 12,555 | 13,005 | 11,797 | 50,190 | 144,961 | 148,942 |
| DODGE | 3,400 | 2,300 | 3,121 | 12,363 | 17,741 | 29,330 |
| FORD | 18,623 | 14,898 | 18,838 | 64,514 | 143,791 | 151,216 |
| GMC | 4,880 | 4,364 | 4,963 | 19,078 | 52,855 | 53,802 |
| INTERNATIONAL | 575 | 1,690 | 1,171 | 4,038 | 18,622 | 11,976 |
| VOLKSWAGEN | ..... | 1,040 | 707 | 4,272 | 11,197 | 7,619 |
| JEEP | 1,700* | 1,550* | 1,700* | 5,200* | 21,686* | 17,386* |
| AM GENERAL | 50* | 85* | 50* | 200* | 1,020* | 500* |
| MISCELLANEOUS | 1,400* | 1,200* | 1,400* | 5,600* | 13,300* | 16,800* |
| Total Trucks, U. S. | 43,183 | 40,132 | 43,747 | 165,455 | 425,173 | 437,571 |

## CANADIAN TRUCK PRODUCTION

| | Week Ended March 27, 1982 | Week Ended March 28, 1981 | Week Ended March 20, 1982 | March to Date | Jan. 1 to March 28, 1981 | Jan. 1 to March 27, 1982 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | 2,000 | 1,920 | 2,402 | 8,453 | 14,792 | 21,921 |
| FORD MOTOR | 3,370 | 3,502 | 3,217 | 13,073 | 41,518 | 27,048 |
| GENERAL MOTORS | 6,248 | 6,664 | 5,979 | 23,990 | 77,117 | 59,240 |
| INTERNATIONAL | 260 | 245 | 268 | 1,060 | 3,090 | 2,905 |
| Total Trucks, Canada | 11,878 | 12,331 | 11,866 | 46,576 | 136,517 | 111,114 |
| N. American Trucks | 55,061 | 52,463 | 55,613 | 212,031 | 561,690 | 548,685 |

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

82700-1 4/5/82


# Automotive News

April 5, 1982


© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

# GM cuts interest to 12.8 pct. to succeed rebates

By Joseph Bohn
Marketing Editor

As anticipated, General Motors came back with a sweeping, new interest subvention program for April 1-May 31. It succeeds the rebates which ended March 31.

GM is offering 12.8 percent financing through GMAC from participating dealers. The program doesn't apply to fleet or lease deals. It is not applicable in Texas or Arkansas.

It covers all '81 and '82 cars and light-duty trucks. Medium and heavy-duty trucks and vehicles eligible for rebates under the "Let's Get Moving" program are excluded.

GM's promotion includes a record $10 million GMAC advertising campaign for the two months and strong ad support from individual divisions.

GM's program requires dealers to contribute 70 percent of their finance reserve. Customers stand to save an average of $825, based on figures for vehicles financed by GMAC during February, 1982, in all states except Texas and Arkansas.

In California, finance savings are estimated at a higher $1,125.

Because of the dealer contribution requirement, which is certain to have some dealers passing along costs to customers, the actual savings may end up being less than advertised.

GM's program is not offered in Arkansas because of a 10 percent interest rate ceiling in that state. In Texas, GM is still fighting a challenge to its previous dealer-contributed rebates and decided not to offer interest subvention until that question is cleared up in court.

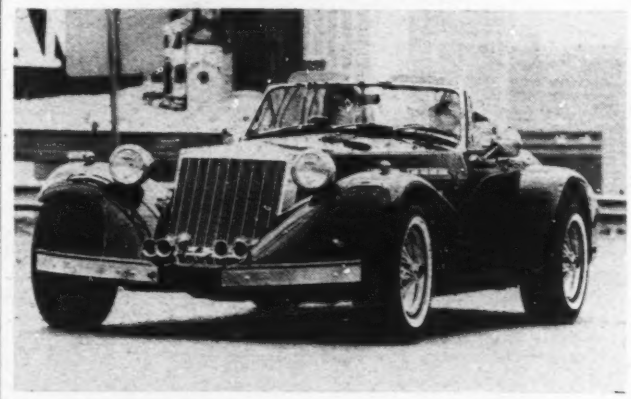
"We're hoping to get it (interest subvention) into Texas soon," said a GMAC spokesman.

• GM had good success with a 13.8 percent interest program it first offered last year, but not with a follow-up 12.9 percent program.

Analysts said the follow-up program didn't come off because

Continued on Page 46, Col. 1

## Welcome, Spring!



***For a fortunate few***

The Bradford Roadster, making its debut at the Dallas Auto Expo, provides transportation for two powered by a Ford-built 5.0-liter engine with four-speed automatic transmission plus overdrive. Bradford, of Ft. Lauderdale, Fla., has set production at six vehicles per month. Each 119-inch-wheelbase roadster has a stainless steel hand-pounded radiator grille shell, hand-spun stainless steel headlights, imported leather seats and trim and removable hardtop plus convertible top with headliner. The price tag reads $70,000.

# Work begins in Senate to veto FTC's used-car rule

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — A Senate committee last week started the ball rolling again on action that U. S. car dealers hope will eventually rid them of a sword that has been hanging over their necks for nearly seven years, the FTC's proposed used-car rule.

By a vote of 13 to 4, the Senate Commerce Committee sent legislation to the Senate floor that would veto the requirement that car dealers inform used-car buyers, by way of a window sticker, what the warranty terms are on the vehicle and whether they know of any defects in the major systems of the vehicle.

Car dealers contend the known-defects disclosure requirement is tantamount to ordering an inspection of the vehicle and that it opens them up to unlimited legal action. This was never contemplated under the Magnuson-Moss Warranty Act, they say.

The FTC, in contrast, argues the used car rule does no such thing; that it requires dealers only to tell what they already know about the vehicle and that the legal action the dealers worry about is the same as that now available to used-car buyers.

Far from the $150 cost per vehicle for compliance estimated by the dealers, the FTC

Continued on Page 46, Col. 4

**As NADA convention opens**

# Truck leaders look for an upturn

By Jack Walsh
Truck Editor

After almost 2½ years of sagging big-truck sales in North America, industry leaders look for an upturn in the third or fourth quarters this year, and a marked improvement in 1983.

It will be some time before the industry can expect a return to 1979's record volume, most executives of truck-manufacturing and supplier firms conceded prior to the start of the 19th annual convention and exposition of NADA's American Truck Dealers Division last Saturday (April 3) in New Orleans.

Any significant turnaround in the short term, they indicated, hinges on greater progress in reducing unemployment — especially in the automotive and housing industries — and a reduction and stabilization of interest rates.

There are some signs for encouragement, but one has to look for them, said James T. Riley, general sales manager, GMC Truck & Coach Division. He cited continuing expansion of disposable income and the lowest level of personal installment debt since 1977.

He said the 1980s will be a decade of growth for medium and heavy trucks in the U. S. and throughout the world, and that GMC expects heavy-truck sales in the U. S. to exceed previous record levels by the mid-1980s.

• Arthur P. Ronan, president, Rockwell International's Heavy Vehicles Components Operations, anticipates some improvement beginning in July, but he thinks sales of medium and heavy trucks for calendar 1982 will be below 1981 levels.

On the other hand, James A. Capolongo, general manager, Ford Motor Co. Truck Operations, feels that if interest rates drop to 15 percent or less, 1982 sales of mediums and heavies will hit 230,000 units, "a modest 2 percent gain over 1931."

Robert W. Gillison, president, Eaton Corp.'s Truck Components Group, said that when the recession ends, things in the truck industry "will never be the same."

"We've reached a plateau and we're not likely to see that kind of explosive growth in heavy trucks that characterized most of the '60s and the '70s," he added.

"While I'm sure we'll see a return to '79 volumes some time in the '80s, I fear it will be later rather than sooner," he said.

# breaking news

### Ford of Canada rejects June talks with UAW

TORONTO.—Ford Motor Co. of Canada has rejected a UAW bid to begin contract talks in June instead of the traditional July. Ford last month asked the UAW to begin talks immediately, but the union rejected that request, indicating talks could begin one month earlier this summer. The company said beginning talks in June would not help its competitiveness or the union's job security needs. The contract expires Sept. 14.

### Buick names Perkins sales manager

FLINT.—Jim Perkins has been named general sales manager of Buick Division, succeeding John D. Duffy Jr., who has elected to retire effective May 1. Perkins, 47, has been assistant general sales manager at Chevrolet. He joined GM at Chevrolet's Dallas zone office in October, 1960.

### Caldwell foresees strong recovery

AKRON.—New-car sales will recover strongly and reach record levels by 1985, Ford Motor Co. Chairman Philip Caldwell predicted in a speech before the Akron Roundtable. He based his optimistic projection on the continuing decline in

See BREAKING NEWS, Page 8, Col. 1

# Mitsubishi draws up product lines for U.S.

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Mitsubishi Motor Sales of America will offer three car lines and two truck models when it begins sale of 1983 models in October. That intro will mark the beginning of MMSA's retail operations in the U. S.

The entire car line was displayed at the Geneva Motor Show in March and includes the Starion 2+2 sport coupe, the Cordia two-door hatchback and the Tredia four-door sedan.

Two-wheel-drive and four-wheel-drive pickup trucks round out MMSA's product lineup. Truck options include a turbodiesel engine.

The Starion, which represents the top of Mitsubishi's line, will be powered by a fuel-injected turbocharged 2.6 liter four-cylinder engine.

MMSA will position the car against the Datsun 280-ZX and the Toyota Celica Supra. The rear-wheel drive Starion features a fully-independent suspension. The model displayed at Geneva also had four-wheel disk brakes with an anti-skid system.

• The Cordia, a sporty front-wheel-drive hatchback, will be powered by a normally aspirated 1.8-liter overhead-camshaft four-cylinder engine. The turbo 1.6-liter version shown in Geneva will not be available initially.

A choice of manual or automatic transmission will be offered, and the Cordia will be positioned in the youth-oriented specialty-car market. Cordia will compete with Toyota Celica, Datsun 200-SX, Honda Prelude and Volkswagen Scirocco.

The Tredia shares Cordia's front-wheel drive and will be MMSA's family sedan. Powered by a 1.8-liter four-cylinder engine, Tredia will also offer a choice of manual or automatic transmission.

In addition, MMSA will offer

Continued on Page 46, Col. 1

NEWSPAPER

AN JAN83
MD20814CNGLIAC GE 1N095 92001J
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

# Bad days for Peck continue as senator throws brickbats

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Safety Chief Raymond Peck now has had three key Congresmen jump all over him for not doing a proper job for NHTSA and its life-saving mission.

Missouri Republican Senator Jack Danforth, a proponent of air bags and sponsor of legislation to keep drunks off the road, ripped into Peck for replacing NHTSA's "can-do" attitude with an "un-do" spirit and said he couldn't think of a thing that Peck had done to save lives or make it easier for people to choose a safe car.

What did the taxpayer get last year for his $81.4 million, Danforth asked.

"We got a do-it-yourself safety program where we are told to go out and make purchasing decisions without any help from the government in gathering the information we need to make informed choices," Danforth said.

Next year, when NHTSA plans to pay off 100 persons, it still plans to spend $81.6 million.

Said Danforth: "I do not think it is in the best interest of the American people to spend $1.5 million unmaking rules, $6 million not enforcing rules, $32 million to do research and analysis on how not to make cars safer or $36 million for salaries just to make the highways less safe."

Eventually, Danforth asked former NHTSA head Joan Claybrook whether the Senate should just withhold money from Peck entirely. Claybrook said she felt there was a reservoir of goodwill and expertise within the agency that could use money wisely. She recommended giving Peck strong guidance on how to spend the money.

• Just a few days earlier, Peck was threatened with a budget written without his help. This occurred after Peck unsuccessfully tried to explain air-bag cost figures to a House Appropriations subcommittee chaired by Rep. Adam Benjamin Jr., Indiana Democrat.

Benjamin raised questions about the figures, refused to let Peck be sworn and then abruptly adjourned the hearing. Later, Benjamin said Peck was being "evasive, less than candid and was deliberately filibustering the subcommittee to avoid questions.

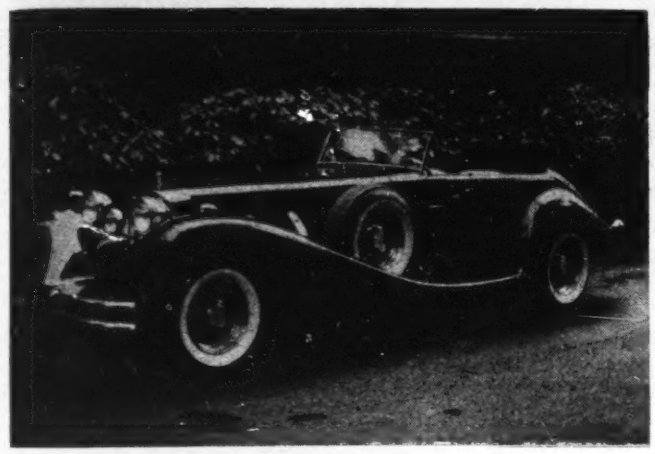
And just a few days before that Rep. Tim Wirth, Colorado Democrat, conducting oversight hearings for a House subcommittee, accused Peck of taking NHTSA back to the "safety mentlity" of the Fifties and Sixties.

Danforth, who has a tax proposal to encourage buying air-bagged cars, was highly critical of Peck's rescisison of Standard 208 and his failure to mount a fleet test of air-bagged cars.

Moreover, said Danforth, Peck has "scrapped" a proposal to eliminate major blind spots (direct field of view); "dumped" simple warning devices like low-pressure tire warnings and better brake lights; dropped a regulation preventing speedometers registering over 85 MPH and preventing tampering of odometers, and "abolished" the Car Book.

Now, Danforth went on, Peck wants an $8 million "media blitz" to get people to wear seat belts and so far all that has been offered is a "taxpayer-sup-

Continued on Page 48, Col. 1



***Showing off a Thoroughbred***

Thoroughbred Motor Cars, Redmont, Wash., has finished its first 540-K show car and expects to begin producing kits for the neoclassic, styled after early Mercedes-Benzes. A structural steel tubular chassis can be used with running gear from Mustang II, Bobcat or Pinto. The $8,995 kit includes gauges, interior, hardtop, chrome, hardware, lights and a fiberglass gelcoat body. Wire wheels, spotlights, trumpet horns and chrome driving lights are optional.

**Owners in Pennsylvania, Illinois go to court**

# 2 more lawsuits on Cadillac V-8-6-4

By Marjorie Sorge

Lawsuits have been filed against General Motors by owners of Cadillac V-8-6-4 cars in Pennsylvania and Illinois charging that the cars are defective and are a safety hazard.

The Pennsylvania suit was filed in state court in Philadelphia, and the Illinois action in the Cook Circuit Court in Chicago.

Both suits allege the cars stall and surge in all modes and vibrate while in the six-cylinder mode. The engine was introduced by Cadillac in 1981 as a fuel-saving device which runs on either four, six or eight cylinders, depending on the power needed.

According to David Shrager, Shrager, McDaid and Loftus, attorney for the Pennsylvania plaintiffs, some owners have also claimed there is a burning smell in the car.

Both suits also charge that GM knew about the problems and failed to inform potential buyers.

A dealer service bulletin, issued by GM in mid-1981, advised dealers that these problems do occur in the V-8-6-4 engine and cannot be fixed. It said these actions are "normal" with the V-8-6-4 and told dealers not to attempt to fix them.

That engine was installed only in 1981 Cadillacs and was replaced in 1982 by a new eight-cylinder engine. The Cadillac limousines still have the V-8-6-4.

"The corporation knew it was only a one-year engine which is basically a death knell for a tradein," Shrager said.

A Cadillac spokesman said GM had no comment on the lawsuits because of the pending litigation. But, he said, GM has increased its warranty on the V-8-6-4 and fully backs the engine. Also, he said, the new standard V-8 engine is performing very well.

Cadillac extended the V-8-6-4 warranty to five years or 50,000 miles last July after much criticism of the engine.

Other lawsuits, which have been filed in New Jersey, Ohio and Texas, made similar charges against the Cadillac engine. So far, only the New Jersey suit has been certified a state class action. Plaintiffs in the suits in all states would like to see all the actions consolidated as a national class action.

Both the new lawsuits seek class-action certification. That would cover about 8,000 owners in Illinois and about 6,000 in Pennsylvania.

"We are confident we have a proper basis for a class action against GM," Shrager said. "There is a common thread of problems."

Both suits ask for punitive damages and that owners be reimbursed the difference between the current value of the V-8-6-4 and the price of a new Cadillac.

While no specific monetary amount has been named in either suit, Shrager said he will be demanding about $10 million in damages to be split among the owners as the court sees fit.

# Service Index notches 12th consecutive gain

By Francis J. Gawronski
Service Editor

New-car dealers' service and parts business in February took a turn for the better and posted its biggest increase in eight months.

Dealership shop volume in the second month of the year amounted to 112.2 percent of the business recorded in the same month of 1981, according to the Automotive News Service Index.

February registered the biggest gain since June, 1981, when business was 16.6 percent above the year-ago figure. In January, the Service Index indicated dealers' service and parts business was 105.3 percent of the volume in the year-earlier month.

February also marked the 12th consecutive month in which shop business has shown an increase over the comparable period the previous year. In February, 1981, business amounted to 96.5 percent of the year-earlier volume.

As in January, all indicators, except repair orders written, which were down 3.3 percent, registered healthy gains in February.

The leading indicator in February was sales of all parts and P&A, up 19.8 percent over similar sales a year ago.

Shop parts sales (those used in dealer shops on both customer-paid and warranty repairs) were up 17.6 percent, while profit on all labor, parts and P&A sales—the most important indicator from a dealer's viewpoint — were up 15.1 percent. Total labor sales (both customer-paid and warranty) advanced 10.4 percent in February.

Figures used in the Service Index are averages compiled from dealer reports on shop operations from a cross-section of the nation's new-car dealerships.

For the first two months of 1982, service and parts business amounted to 108.9 percent of the business done in the same period a year ago.

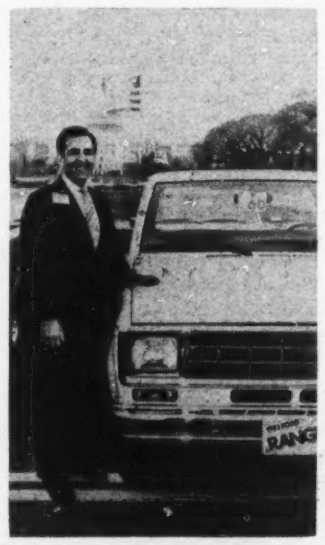
The leading indicator in the January-February period was sales of all parts and P&A, up 15.8 percent, followed by shop parts sales, up 14.7 percent, and gross profit, up 12.1 percent.

Labor sales were up 6.4 percent for the period, while repair orders written were down 5.5 percent.

**SERVICE INDEX**
**112.2***

| | Feb., '82 vs. Feb., 81 | 2 mos., '82 vs. 2 mos., '81 |
|---|---|---|
| Gross Profit on All Labor and P&A Sales | +15.1% | +12.1% |
| Repair Orders Written | — 3.3% | — 5.5% |
| Total Labor Sales (Customer & Warranty) | +10.4% | + 6.4% |
| Shop Parts Sales (Customer & Warranty) | +17.6% | +14.7% |
| Sales of All P&A | +19.8% | +15.8% |

*—Survey by Automotive News shows that dealers' service and parts business in Feb., 1982, was 112.2 percent of business in Feb., 1981. Service business in the 2 months of 1982 was 108.9 percent of business in the corresponding period in 1981.



***Challenges imports***

"America Fights Back" was the theme of Ford Division's Ranger driveaway from the Washington Mall. Louis E. Lataif, Ford Division general manager, introduced the new compact truck to about 140 area dealers and several members of Congress before the fleet was turned loose.

# Toyota-GM pow-wow surprises the Japanese

By John Hartley
Staff Correspondent

TOKYO. — Japan's auto makers admitted to more than surprise when Toyota announced talks with General Motors about joint manufacture. The only company where surprise was not strong was Isuzu. That firm's president had been told about the deal secretly.

Indeed, since GM and Isuzu have just concluded a deal under which the Japanese company would supply the replacement for the Chevrolet Chevette, it was to be expected Isuzu executives would be in the know. Also, GM owns 34 percent of Isuzu.

However, it has become clear talks between GM and Toyota did not start March 1, when Toyota's president Eiji Toyoda met GM chairman Roger Smith in New York.

Now, Toyota admits Seisi Kato, chairman of Toyota Motor Sales, met Smith last autumn at a tennis tournament to discuss the possibility of a joint venture.

Soon after the announcement, a Toyota executive declared that broad agreement would be reached in April — a firm indication that the two have been talking for many months.

In addition, the Toyota executive reportedly said that no problems would be encountered in the antitrust laws, further indication negotiations have been going on for a long time.

According to one source, firm discussions started over a year ago.

Initial reaction in the industry here was that the coopera-

Continued on Page 48, Col. 4